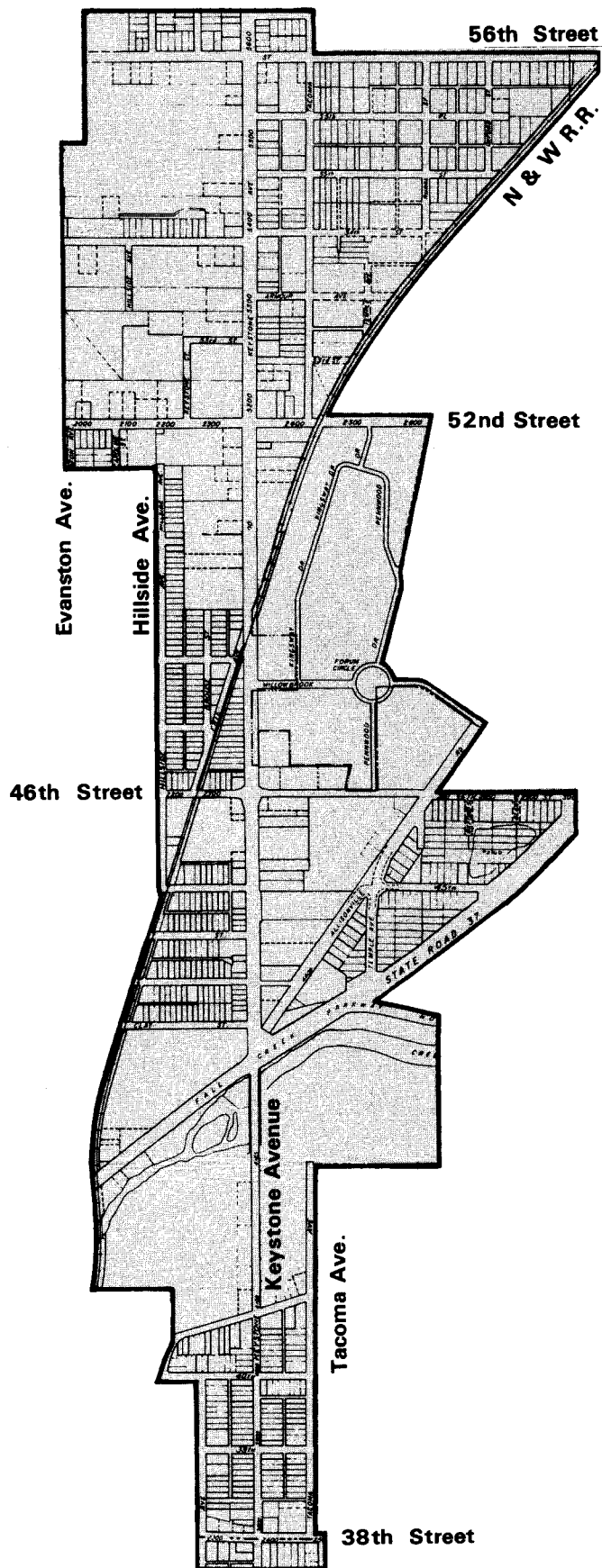


KEYSTONE AVENUE CORRIDOR STUDY



WILLIAM H. HUDNUT III, MAYOR

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KEYSTONE AVENUE CORRIDOR STUDY

Prepared by :

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DIVISION OF PLANNING

Indianapolis-Marion County, Indiana

PURPOSE

The Keystone Avenue Corridor Study encompassed the area between 38th and 56th Streets, and includes an irregularly shaped corridor area embracing all commercially used land flanking Keystone Avenue itself (see Map 1).

The Corridor exhibits a complex set of potentials and problems which have evolved from an early suburban/rural street to a primary north/south commercial urban thoroughfare.

Concern has been expressed by Corridor business groups and business owners regarding the conditions present in the corridor, and the signs of deterioration. Area disinvestment and a faltering physical appearance have been noticeable results on Keystone Avenue caused by competition by both suburban (northern) commercial areas and a revitalizing downtown.

The recent reinvestment and commitment to the "mid-city", the active businesses and concerned county agencies and, most importantly, the locational assets and extremely high visibility of this corridor are reasons for it to more fully utilize its resources and project a unified, prosperous image.

To ensure that revitalization and continued investment in the Corridor is properly directed and properly serves the entire community, planning and development must occur in a manner benefiting users, investors, businessmen and surrounding neighborhoods.

The plan explains the development and change which has occurred in the corridor; presents the existing conditions in the corridor and details both the assets and liabilities resulting from these conditions. Further, it establishes goals and objectives for aesthetic and economic improvement. Strategies and concepts guide implementation, giving detailed recommendations on improvements and suggesting possibilities for agency and group involvement.

The plan, once adopted by the Metropolitan Development Commission, will serve as a "Blueprint" for growth and development in the corridor, ensuring that the changes which occur proceed in a comprehensive, compatible way with existing uses and surrounding areas of the City.

KEYSTONE AVENUE CORRIDOR STUDY

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Keystone Avenue Corridor Study

EXECUTIVE SUMMARY

The Keystone Avenue Corridor Study is a detailed analysis and long-term plan for the commercial area along Keystone Avenue between East 56th Street on the north and East 38th Street on the south. The corridor study represents a yearlong, cooperative effort between the Division of Planning staff, other City agencies, representatives of the Keystone Communities Association, over 50 corridor businessmen and persons from various special interest groups. Each of these groups worked together to develop revitalization, beautification and growth strategies for the corridor which will help guide development for the next twenty years.

I. USE OF THE STUDY

The Keystone Avenue Corridor Study will provide a basis for both public and private investment decisions. The plan will serve as a primary basis in preparing staff comments in rezoning and variance cases and for making decisions about capital improvements. The study will also be used to guide the allocation of community development and/or other funds earmarked for the area.

Although the study serves as a guide, actual implementation will depend on joint public/private action and in some instances private action alone.

The implementation strategies outlined in the study stress a continued, long-term commitment to the corridor. In addition, the study does not merely outline what the City will be doing to aid the Keystone Corridor, but what all involved groups will need to do together in order to implement the plan. Long-term commitment and effort from businesses and private sector interests, as well as the City, are essential.

II. SCOPE OF STUDY

The Keystone Avenue Corridor Study analyzes the key components of the area and their interrelationships. Commercial, transportation and public safety, among other components, contribute to the functioning and appearance of the area. In order to properly plan for the future of the corridor, the interaction of all major elements of the neighborhood must be taken into consideration.

Five questions were used to define the scope of the study. These questions relate to the past, present and future of the corridor:

VII.

1. How did the Keystone Avenue Corridor develop and change?
2. What is the current physical condition of the corridor?
3. What are the corridor's assets and liabilities?
4. What are the goals for the future of the corridor?
5. What actions should/must be taken to attain these goals?

These questions provided the framework for the study's research and recommendations.

III. ASPECTS OF STUDY

The study is divided into three major parts:

1. RESEARCH AND ANALYSIS -
This section forms the basis for the recommendations of the study.
 - Provided information on:
 - * History and development of the corridor
 - * Existing Conditions
 - * Assets and Liabilities
 - Outlines:
 - * Goals and Objectives
2. STUDY RECOMMENDATIONS -
This section develops tools to guide corridor development.
 - Utilizes a set of overall corridor recommendations to develop:
 - * Land Use Plan
 - * Zoning Plan
3. ACTION/PLAN IMPLEMENTATION -
This section outlines plan implementation by category, need and priority. In addition, a detailed design scheme and set of Design Standards address specific physical/aesthetic concerns.

IV. MAJOR STUDY RECOMMENDATIONS

The following segments of the study outline major corridor recommendations:

1. Statement of Goals and Objectives
Goals are:
 - A. Commercial

Goals

Goal a

To increase the economic vitality of commercial areas by working with both public and private sectors to provide adequate incentives and guides for the maintenance and improvement of commercial establishments, both in new construction and renovation.

Goal b

To develop an improvement plan which specifically addresses the physical image of the corridor.

B. Residential

Goal

To maintain and enhance the housing stock in surrounding neighborhoods, preventing further deterioration through conservation and rehabilitation activities.

C. Industrial

Goal

To enhance the quality of acceptable light industrial uses which would not conflict with residential or commercial uses in Malott Park and the area bounded by the N & S Railroad, 46th Street, Keystone Avenue and 44th Street.

D. Transportation

Goal

To provide coherent vehicular and pedestrian transportation systems which properly services the business aspects of Keystone Avenue and the corridor area as a whole.

E. Public Safety

Goal

To develop and maintain a physically and perceptually safe, secure environment in the corridor which will work to foster the revitalization of its commercial and surrounding residential components.

F. Appearance

Goals

Goal a

To enhance the image of the corridor as a viable commercial thoroughfare, one which stresses aesthetic improvements and thoughtful urban design in both renovation and new construction.

Goal b

To increase the level of corridor business involvement in enhancing the physical aspects of their property.

G. Zoning

Goals

Goal a

To provide a coherent development of the area which stresses proper zoning classifications to assist commercial growth, yet protect and maintain the current investment corridor.

Goal b

Revamp zoning corridor-wide, addressing the current and anticipated use and development of the land.

2. Specific Recommendations/Actions

A. CORRIDOR (GENERAL)

The general scheme for the Keystone Avenue Corridor recommends the following:

1. Removal of vacant/deteriorating buildings for redevelopment.
2. Removal/relocation of non-conforming uses or structures.
3. Discourage commercial encroachment into surrounding residential areas to the east and west by providing a land use division, proper zoning and physical buffering between the uses.
4. Limit access points onto Keystone Avenue to allow more efficient traffic flow and fewer vehicular conflicts. Duplicative or under-utilized curb cuts should be eliminated in order to provide a more coherent streetscape and

better pedestrian travel. Fewer curb cuts would also better channel traffic into more controlled business access points, enhancing traffic flow. Some street access would be removed where feasible (Allisonville Road).

5. Construct sidewalks and curbs along all of Keystone Avenue where missing. High pedestrian traffic, unused and overgrown right-of-way, and lack of defined street edge create a great need for this improvement. Sidewalks of a uniform width along the corridor would increase pedestrian safety and mobility as well as aesthetically improve the corridor.
6. Develop landscaping schemes for Keystone Avenue, fronting businesses and parking lots. Proper landscaping, even with the space limitations of some portions of the corridor, would aesthetically improve the corridor and increase property values.
7. Develop a more coordinated and coherent off-street parking system for both existing and proposed uses along the corridor. Parking needs should be worked into each new development with careful attention to surrounding parking situations. Unification and lot redesign can increase parking and its functioning on existing sites.
8. Construction of new commercial structures and apartments. New commercial structures, properly placed and designed, would create space for new tenants to Keystone Avenue, or serve the expansion needs of existing businesses. Apartments would provide not only a buffer between heavy commercial and surrounding residential uses, but provide a needed increase in a local population which would utilize the services of the corridor.
9. Develop design standards for the renovation of existing buildings and the construction of new structures. These standards would address issues of facade renovation, height, materials, transitional yards and setback.
10. Develop a comprehensive series of standards for signage, (both commercial identification and advertising). Standards would attempt to unify heights, placements and size of signs, as well as their type and number.

11. Begin to address the long-term and difficult task of the burial or relocation of electrical service along Keystone Avenue. Provide both a long-term timetable for possible service burial and design alternatives to lessen the visual impact of overhead wires and poles along the corridor.
12. Clearly redefine the zoning districts of the corridor to assist in the definition and separation of uses along Keystone Avenue. Rezoning of areas over time would encourage the proper development of the corridor following the plan, assist existing appropriate businesses to develop or expand in the corridor, and discourage inappropriate intensive uses.
13. Increase police visibility and interaction with Keystone Avenue businessmen and surrounding neighborhoods.
14. Propose alternative redevelopment schemes for the Keystone Avenue Corridor between 38th Street and Fall Creek in conjunction with the proposed Keystone-Rural widening project.
15. Strongly support the Keystone Avenue widening project as a way to improve access and traffic flow into and through the corridor, correct serious intersection flaws, and provide for new commercial development along an area of Keystone Avenue currently showing signs of deterioration and disinvestment.
16. Follow up the corridor study with the development of an overlay zoning ordinance for the Keystone Avenue Corridor which specifically administers and regulates signage and landscaping provisions. The design standards developed in this report would be used as a basis for this special "corridor zone" (see #9 - 10).

B. LAND USE PLAN

The land use plan for the Keystone Avenue Corridor Study is designed as a detailed update of the Comprehensive Plan for Marion County as it acknowledges this commercial corridor. The land use plan updates the Comprehensive Plan and recommends variations from it which address specific corridor-level concerns requiring a more detailed level of recommendations.

The following major objectives are addressed by the plan:

1. Enhancement and unification of commercial uses fronting Keystone Avenue, and the removal of inappropriate residential and industrial uses.
2. Strengthening of light industrial uses in the "triangle" bounded by the Norfolk and Southern Railroad, the alley north of 45th Street, Keystone Avenue and Clay Street. (Removal of residential uses as well as some commercial uses are proposed.)
3. Development of a general land use policy which provides stronger boundaries between commercial and residential, as well as commercial and industrial uses. The plan takes into account the current mixed-use of the corridor, as well as the residential area which borders it, and attempts to provide a strong delineation of each use so that a better interaction between uses is attained.
4. Removal of some areas of light industrial use. These areas are either residential in nature, or front on major streets where this use is clearly inappropriate.
5. Delineation of sharp boundaries for commercial use in two specific areas: 1) Keystone Avenue frontage between 38th Street and Fall Creek and 2) Keystone Avenue from Fall Creek to 56th Street. In the first instance, commercial use is limited largely to those properties which front Keystone Avenue and Millersville Road. Residential areas to the west and east are to be retained. Similarly, a sharp visual and land use "boundary" to the commercial Keystone Avenue frontage is drawn just north of 56th Street. Commercial expansion/conversion would be strongly discouraged north of this area.
6. Reinforcement of Keystone Avenue from 38th Street to 56th Street as a commercially used thoroughfare. All inappropriate or incompatible uses are recommended for short and long-term removal.

7. Stronger buffering of uses north of 56th Street from the recommended (continued) industrial use of the Malott Park area. The 56th Street frontage property would be recommended specifically for heavy commercial/light industrial usage (Contractor's offices or other similar uses would not entail outdoor storage of materials of vehicles).
8. Reinforcement of the area east of Keystone Avenue between the Norfolk and Southern Railroad and State Road 37 would function as an "office- apartment zone" for the corridor--a function it now largely serves. Continued use and strengthening of this positive aspect of the corridor should be encouraged.

The land use plan depicts an optimum plan for the heavily commercial, yet multi-faceted corridor. The plan should act as a guide to better land use decisions in an area which has been developed historically in a haphazard, piecemeal fashion. The land use plan is specifically developed to be used in tandem with the proposed zoning plan for the neighborhood. The two plans coordinate development and help to provide recommendations for the future growth of the area.

C. ZONING PLAN

The plan blends development objectives, the land use plan, and zoning districts into three inter-related segments of an overall corridor development scheme. Proposed land use and development schemes, as well as the need to eliminate zoning/land use conflicts have been followed in recommending the general zoning changes.

The Keystone Avenue Corridor zoning plan is designed to accomplish the following:

Goal

To properly match land use proposals and decisions with appropriate zoning classifications.

Objectives

Objective 1:

The strongest and most important recommendation is to properly zone appropriate uses

the surrounding area, and the active involvement of both neighborhoods and businessmen, are all important factors for the development of the Keystone Avenue Corridor Study. Map 4 locates each of the noted plans and organizations and displays the interrelationships, and commitment, of the area toward revitalization.

3. NEIGHBORHOODS/ORGANIZATIONS

In addition to being a major north-south thoroughfare and commercial center, Keystone Avenue serves as a service corridor for several surrounding neighborhoods. The Division of Planning and the City have been recently committed to this area of the City. Evidence of this commitment can be found in the several neighborhood plans and corridor studies completed or underway in areas around, and including, portions of the Keystone Avenue Corridor. Three neighborhood plans have been initiated for areas west, south and northwest, of the corridor. These plans are:

- A. The Orchard-Keystone Neighborhood Plan
- B. The Meadows-Fall Creek Neighborhood Plan
- C. The Keystone-Kessler Neighborhood Plan.

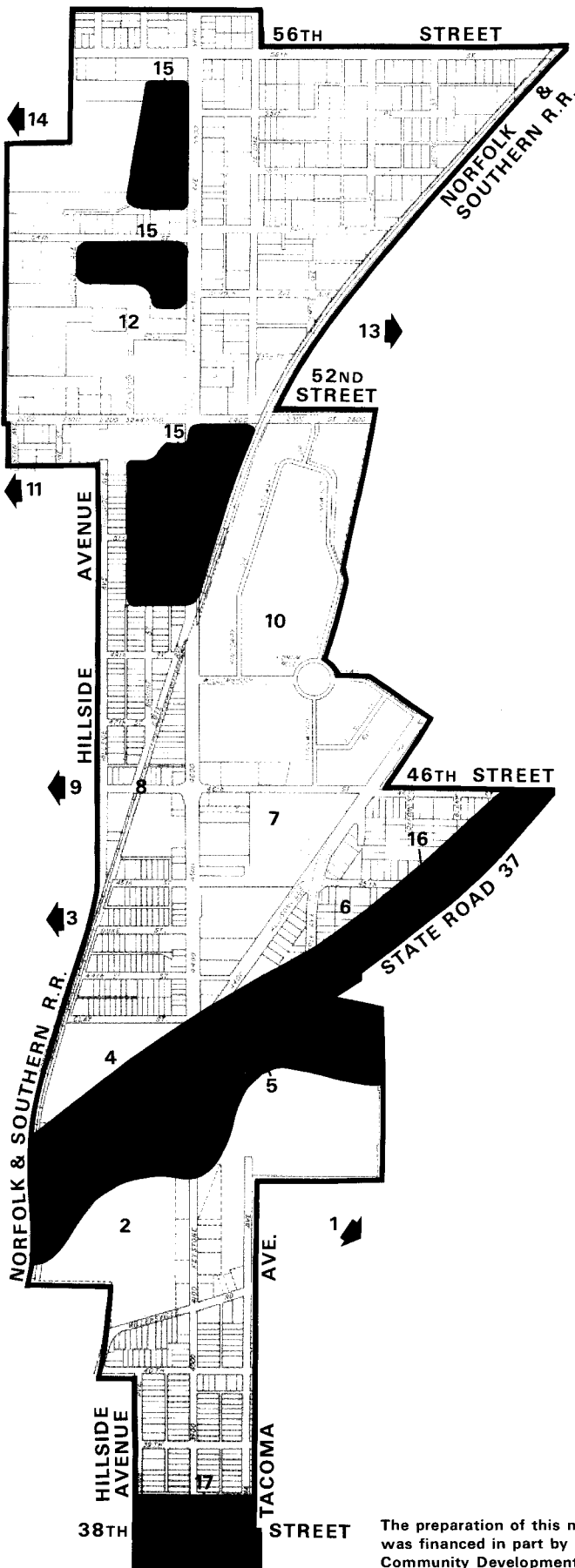
Boundaries for these plans can be found on Map 4. In addition, the 38th Street Corridor Study, which looks at a long-term revitalization strategy for that corridor between Michigan Road and Fall Creek, is an example of a detailed commercial study addressing this "mid-city" area. The Orchard-Keystone, Meadows-Fall Creek, and Keystone-Kessler plans directly involve portions of the Keystone Avenue Corridor. Each plan stresses the important role the neighborhood plays in the continued vitality of Keystone Avenue, and stresses the importance of maintaining and upgrading the Keystone Avenue Corridor. Each neighborhood realizes that their own vitality is linked to the continued health of the Keystone Corridor. The Keystone Corridor Study attempts to detail and expand on those assets/liabilities/and needed improvements observed in each neighborhood plan.

In addition to the involvement of the Division of Planning in developing neighborhood plans and corridor studies, active citizen and business groups are involved in corridor revitalization. The Meadows-Fall Creek Civic League represents the neighborhood south of 45th Street and Millersville Road/Fall Creek. Recently, this organization has been actively involved in upgrading their entire neighborhood, focusing on both residential and commercial revitalization (see Map 4 for boundaries).

The Keystone Communities Association (KCA), focuses attention on the revitalization specifically of Keystone Avenue between 38th and 56th Streets. The group is formed of local merchants and community leaders who wish to upgrade the commercial facilities and visual appearance of the corridor. Finally, the Metropolitan Area Citizen's Organization (MACO) is an area-wide, not-for-profit development corporation which assists neighborhoods, business organizations and individual merchants in developing projects to revitalize the area; both commercially and residentially. The interrelationship of the various plans for

KEYSTONE AVENUE CORRIDOR STUDY

MAP 3 SIGNIFICANT FEATURES FOCAL POINTS



1. THE MEADOWS
2. ZAYRE SHOPPING CENTER
3. INDIANA STATE FAIRGROUNDS
4. INDIANAPOLIS WATER COMPANY PUMPING STATION
5. FALL CREEK
6. VANTAGE POINT TOWER
7. CORPORATE SQUARE
8. NORFOLK AND SOUTHERN RAILROAD
9. 46TH STREET COMMERCIAL AREA
10. WILLOWBROOK CENTER
11. SCHOOL 91
12. KEYSTONE PLAZA SHOPPING CENTER
13. SHOREWOOD LAKE/MAXINHALL AREA
14. BACON SWAMP
15. "AUTO ROW" CONCENTRATION OF AUTOMOTIVE USES ALONG KEYSTONE AVENUE
16. FALL CREEK PARKWAY/STATE ROAD 37
17. 38TH STREET

- NATURAL FEATURE
- SIGNIFICANT ROADWAY
- CONCENTRATION OF LAND USE

The preparation of this map was financed in part by a Community Development Block Grant



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15. "Auto Row" - The entire Keystone Avenue Corridor, with particular emphasis north of the N & S Railroad, has developed into a unique concentration of automotive-related uses. The concentration of automobile showrooms, gas stations and auto parts stores has, since the 1950's, identified this area as "Auto Row."
16. Fall Creek Parkway/St. Rd. 37 - Bisecting the area from southwest to northeast, this major thoroughfare provides access both downtown and to the northeast suburbs (specifically the Castleton area). The intersection of this thoroughfare with Keystone Avenue is one of the City's busiest.
17. East 38th Street - This heavily travelled arterial thoroughfare acts as the southern boundary of the study area. The thoroughfare is currently enjoying renewed interest as a commercial thoroughfare, and connects the west and east sides of town in one of the few continuous routes across the Keystone intersection. The 38th Street/ Keystone Avenue intersection is one of the City's busiest and, unfortunately, one of its most dangerous intersections.

maintained, yet suffers from a high vacancy rate.

8. The Norfolk and Southern Railroad - Angling northeastward through the center of the corridor study area, the rail line acts as not only portions of the study area's boundaries, but also divides residential areas to the west from industrial and commercial uses to the east. Several industrial uses parallel this line. Although not heavily used, the line continues to function as a service/freight route.
9. The 46th Street Commercial area - Although largely west of the Corridor Study boundary, this neighborhood commercial area serves the surrounding Keystone-Kessler Neighborhood and acts as a "gateway" to the center of the corridor.
10. Willow Brook Center - A large office complex located on the east side of Keystone Avenue, north of 46th Street, it acts as a visual focal point for the corridor. Built in the early 1970's, the center's office buildings, including twin multi-storied towers, act as the western portion of a larger office-apartment corridor. The area is well-maintained, although suffering from a high vacancy rate.
11. School #91 - Located just west of the study area at 51st Street and Evanston Avenue, this large public school sits on a block-large site. The structure is the largest building in the immediate area. It's 1940-era design is typical of public school architecture of the period. It's future is in question, as it was closed by IPS in the fall of 1985.
12. Keystone Plaza Shopping Center - This large shopping plaza, anchored by a Target Department Store and Marsh Grocery Store, is the largest retail commercial center in the corridor. Although most of the center, (which occupies 16 square blocks west of Keystone Avenue and north of 52nd Street) was built in the late 1970's - the area also incorporates older commercial uses along 52nd Street.
13. Shorewood/Lake Maxinhall Area - Northeast of the corridor study area is a small natural lake surrounded by expansive homes. Developed in the mid-1970's, the Shorewood subdivision is an exclusive area of single-family homes surrounding the lake.
14. "Bacon Swamp" - This large vacant tract of land in the northwest corner of the corridor study area has a long history (see "historical background"). Currently bordered by residential and commercial uses, the area serves as a natural landmark, and barrier, between residential uses and the Keystone Avenue area.

2. SIGNIFICANT FEATURES/FOCAL POINTS

When viewing the Keystone Avenue Corridor in total, it is important to identify the significant "landmarks", (features, buildings, etc.), which give the area its special character or act as its focal points. The following list identifies features and structures which contribute to the area (see Map 3):

1. The Meadows Shopping Center - Located southeast of the corridor study boundary, this shopping plaza was the first "suburban" center developed in Indianapolis. Built in the 1950's, the center was the commercial hub of the southern portions of the corridor study area. Although currently suffering from vacancy and neglect, its potential for reuse has interested both City and neighborhood groups.
2. Zayre Shopping Center - A regional shopping center located south of Fall Creek on Keystone Avenue. This regional facility draws large numbers of both commuters and local residents.
3. The Indiana State Fairgrounds - With its Coliseum Street entrance on 38th Street, and additional Fall Creek Parkway gate, this large public/semi-public use stretches from the former Monon Railroad on the west to Fall Creek Parkway on the east and from 38th to 42nd Streets. Its size and many buildings act as a major western landmark for the corridor area.
4. Indianapolis Water Company Pumping Station - Located at 42nd Street and Fall Creek Parkway, the 1930 vintage art deco design of the facilities and its landscaping provide a visual landmark to the Fall Creek Parkway/Keystone Avenue intersection.
5. Fall Creek - Providing a natural border for the southern third of the corridor, this natural feature provides visual relief from the urban surroundings. The portion of Fall Creek at the intersection of Keystone Avenue and Fall Creek Parkway is notable in that a water company lock empties into the creek, providing a rapids area.
6. Vantage Point Tower - The tallest structure in the corridor area, this high-rise residential tower and accompanying office center command the triangular area bounded by St. Rd. 37, Allisonville Road and 45th Street. The tower provides a visual reference point, as well as quality apartments.
7. Corporate Square East - Located south of 46th Street and west of Allisonville Road, this large office development is notable for its campus-like layout, low-rise construction, and colonial architecture. The development is well-

Center, a large office/apartment planned unit development. These three centers provided an expanded service population for Keystone Avenue businesses by day (office workers) and a residential base via apartments.

Since 1975, changes have occurred which present serious concerns for the corridor area. Most of the early types of commercial plazas found in the study have seen some degree of deterioration and/or change in use as a result of the impact of Glendale and other enclosed regional shopping centers. The regional shopping center combined a wide range of retail functions under one roof, protected from wind and weather. Located first on major arterials, and later on the interstate highway system, the malls provided ease of access and plentiful free parking. As a result of the effective competition provided by the regional centers, the older commercial plazas, like the downtown stores before them, were forced to seek specialized markets or go out of business. In the Keystone Study Area an example of this is a currently vacant commercial plaza located south of 46th Street, which in recent years has suffered due to loss of tenants and poor-quality tenants. Another plaza south of and adjacent to this one (the "Town & Country"), currently counts among its tenants a construction firm, a tool rental business, and an auto parts store. The commercial retail market has been drained by new far-north suburban developments, such as Keystone-At-The-Crossing.

Demographically, the area also has experienced significant change since the 1950's. Examination of Census tract data for the years 1950, 60, 70, and 80 shows a significant change in the racial character of the area. This demographic change is more pronounced in the southern portion of the district, reflecting the movement of black households into the southern portion of the Keystone Avenue service area from predominantly black neighborhoods located south and west of the district.

The last thirty years has been a period of expansive development of Keystone Avenue, transforming it from rural road to major commercial/commuter thoroughfare. The current status of the study area, and its future, are the focus of the remainder of this report.

out of a single downtown location.

Developers and designers outdid one another to create larger and more creative layouts. The designs of these commercial shopping areas reflected the rapidity to which retailing styles could change. First to come in the mid-1940's were groups of street front stores which simply offered a nearby parking lot. Examples of this style of development can be found on Keystone, south of Fall Creek, and at the southeast corner of Keystone and 54th Street. Next to arrive, early in the 1950's, were lines of shops set back around their own common parking area. An example of this style of commercial center can be found on the east side of Keystone, north of Fall Creek Parkway and south of 46th Street. Then by the mid-1950's came the first true shopping centers -- among them, Eastgate (1957) and Glendale (1958). When the large downtown retailers, such as Ayres and Blocks, added major branches at the malls, they ratified a basic shift in retail life. Although none of the enclosed shopping malls are located within the Keystone Corridor study area, Glendale Mall, located north of the study area, has had a significant impact on the corridor.

Between 1945 and 1955, the result of this rapid development became obvious. Formerly undeveloped tracts of land and farms were rapidly supplanted by commercial and residential development. As the population grew and continued to expand northward, Keystone Avenue became a concentrated area for commercial growth. Small "corner" shopping areas were suddenly competing with "strip-commercial" centers such as the "Town and Country" center at 44th Street and Keystone Avenue. In the late 1950's, the area received a major transportation link when State Road 37 was constructed. This road opened a major thoroughfare to the northeastern suburban area, and provided a major access point at Fall Creek and Keystone Avenue. The peak years of development for the commercial aspects of Keystone Avenue occurred in the late 1960's and early 1970's.

Due to the accessibility of Keystone Avenue and its rapidly growing commuter traffic, the thoroughfare became a prime site for auto-related commercial activity--specifically automobile dealerships. Several dealerships located along Keystone Avenue during this period, and the area became known as "Auto-Row". This commercial use was accentuated by numerous auto-related businesses (tire dealers, auto parts, etc.).

Another major change in the character of the area was the development of office parks. Three major office complexes were developed. The first, Corporate Square East, was developed in the area east of Keystone Avenue between 46th and 44th Streets in the late 1960's. The second was the office/apartment complex known as Vantage Point at 45th Street between Allisonville Road and State Road 37. Finally, Willow Brook Golf Course, which had survived until the 1970's, was supplanted by Willow Brook

came the need for commercial services which first began to appear at 38th Street and Keystone Avenue and near 46th Street and Keystone Avenue.

One major development to occur in the northern portion of the study area was the development of the Willow Brook Golf Course. The golf course existed on a large tract of land bounded by Keystone Avenue on the west, 52nd Street on the north, Allisonville Road on the east, and 46th Street on the south. The golf course, developed in the 1930's, was designed as a getaway for the upper-income residents of the growing north side. When built, the golf course was featured as a "secluded" country setting. Although the golf course remained for the next forty years, the nature of the surrounding area was about to rapidly change.

The Post World War II Boom

The end of the Second World War brought thousands of returning servicemen and women into Indianapolis, creating a serious housing shortage. The substantial personal savings accrued by many during the war (due to the scarcity of consumer goods), low interest VA mortgages, and the freedom represented by the personal automobile, combined to create a major suburban housing boom in Indianapolis. Construction pushed out to the county lines and even began to spill over to nearby towns such as Carmel. Building and loan associations, eager to use their record savings deposits to provide low interest mortgages, also fed the building boom.

A characteristic example of this residential boom was A.V. Brown's Bellaire addition to the City. The addition, developed on 160 acres between Indianola Avenue and Keystone Avenue north of 49th Street, was originally conceived prior to World War II, but the Depression stalled construction. After 1945, Brown's development burgeoned into a well-maintained subdivision. Another type of residential growth, apartments, arrived in the study area during the war. Marcy Village, located south of 46th Street near the (former) Monon Railroad, was an example of a large multi-family development occurring to meet housing demands.

Along with the boom in residential construction came a profound change in retail sales. Apart from the corner business centers along streetcar lines, retailing had always been concentrated in the downtown central business district. Widespread car ownership attracted retailers who believed they could lure suburban motorists by moving retail trade closer to their homes. Grocers, cleaners, hardware stores, local service/neighborhood businesses led the way. They were soon followed by branch bankers, auto dealers and others who could easily make the move

was hindered by both natural and man-made barriers. The development of the Monon Railroad, approximately one mile west of Keystone Avenue, hindered residential growth from spreading east. The Indiana State Fair located on a large tract of land between 38th Street and 42nd Street west of Keystone Avenue in 1892. This large facility brought people to the area, yet hindered residential growth north into the area. A third hinderance was a natural feature--Bacon Swamp. Bacon Swamp, a large geologic sink hole surrounded by peat swamps, has presented a barrier to development since it was first described by explorers as early as 1815-16. The only activity occurring around the swamp in the 19th century was peat mining. The swamp was named for Hiram Bacon, an early abolitionist whose farm existed east of the swamp near Keystone Avenue. The farm is notable since it served as a "station" for the underground railroad. The swamp at one time extended as far north as present Kessler Boulevard. Although partially filled in, this natural feature has never been developed and did hinder the northern and eastern pattern of growth which was to occur across this area. (In fact, development of this tract only began to occur this year.)

The rural nature and development of the Keystone Avenue area was not to alter appreciably until the 1920's.

Modern Development and Its Effect on Keystone Avenue

Residentially, the Keystone Avenue Corridor did not see significant development until the first World War. Artificial barriers, such as the Monon Railroad right-of-way and the State Fairgrounds, kept residential areas from expanding north and east into the district. These barriers to residential development were not overcome until the World War I housing crunch increased interest in the area by developers seeking to address this need. Housing construction stalled with the coming of the Depression in 1929, but resumed at the end of World War II due to the availability of low interest V.A. mortgages.

The prosperity of the mid to late twenties caused rapid growth to occur in Indianapolis. As a result, development pushed farther out into the surrounding country and began to "fill-in" areas which had not been prime growth areas. The Keystone Avenue area was one such place. As transportation innovations such as the trolleys and, most importantly, the automobile made accessibility to rural areas easier, developers began platting "suburban" subdivisions in this formerly rural area. Two portions of the study area grew during this period: 1) the area between 38th Street and Fall Creek along Keystone, and 2) the area between 42nd and 46th Street west of Keystone Avenue. These areas developed residentially as working-class suburbs, featuring frame bungalows. With this residential development

1. HISTORICAL DEVELOPMENT OF THE KEYSTONE AVENUE CORRIDOR AREA

The Keystone Avenue Corridor Study Area is roughly bounded by 56th Street on the north and 38th Street on the south. The Keystone Avenue Corridor owes its evolution and development from country road to major traffic arterial and linear commercial district to three factors:

- A. The development of the automobile
- B. A growth and shift of population to the north
- C. The Post World War II housing boom

Early History

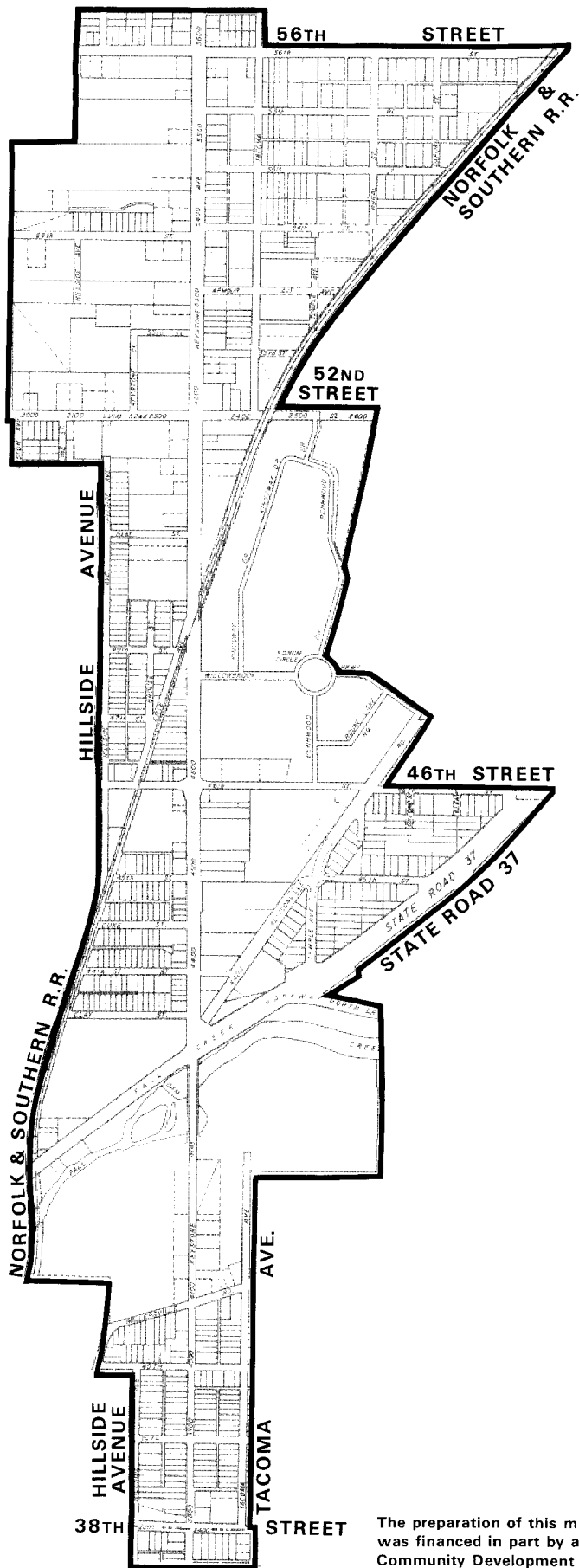
The early development of the Keystone Avenue Corridor was largely agrarian. The northeast portion of the City developed slowly and at a later date than other areas north and east of the central city. Keystone Avenue developed as a two-lane rural road in the mid-19th Century. Farms were scattered along its route north of Fall Creek. Two early developments did affect the area: 1) the platting of Malott Park, and 2) the construction of the Peru and Indianapolis (now Norfolk and Southern) Railroad. The Keystone study area is bisected by the railroad line north of 46th Street. The roadway was surveyed in 1847-8, with construction commencing in 1849. Completion of the line to Peru was not realized until 1854. Although initially operated without an Indianapolis depot, the railroad constructed a frame depot in downtown Indianapolis in 1856. Development of this rail line provided a transportation link through this area. Although rapid commercial growth along this portion of the line did not occur, small industrial uses were drawn to the area. Over the years, the line has been owned by the Lake Erie and Western, New York Central, and Norfolk and Western systems. (Presently the line is owned by the Norfolk and Southern and is used solely as a freight line).

Another early development in the corridor was the settlement of Malott Park. The town of Malott Park was bounded by Keystone Avenue on the west, 56th Street on the north, the present Norfolk and Southern Railroad on the east, and 52nd Street on the south. The small settlement was one of several which developed in the northeast quadrant of Marion County (others include Allisonville, Castleton and Oklondon). The town was laid out in 1872 and at one time sported a general store, post office, blacksmith shop, railroad depot, and church. The small town had fifty inhabitants in 1897 and functioned as a small farming center.

Indianapolis began to expand rapidly to the north in the 1890's. Growth along the Keystone Corridor north of Fall Creek

KEYSTONE AVENUE CORRIDOR STUDY

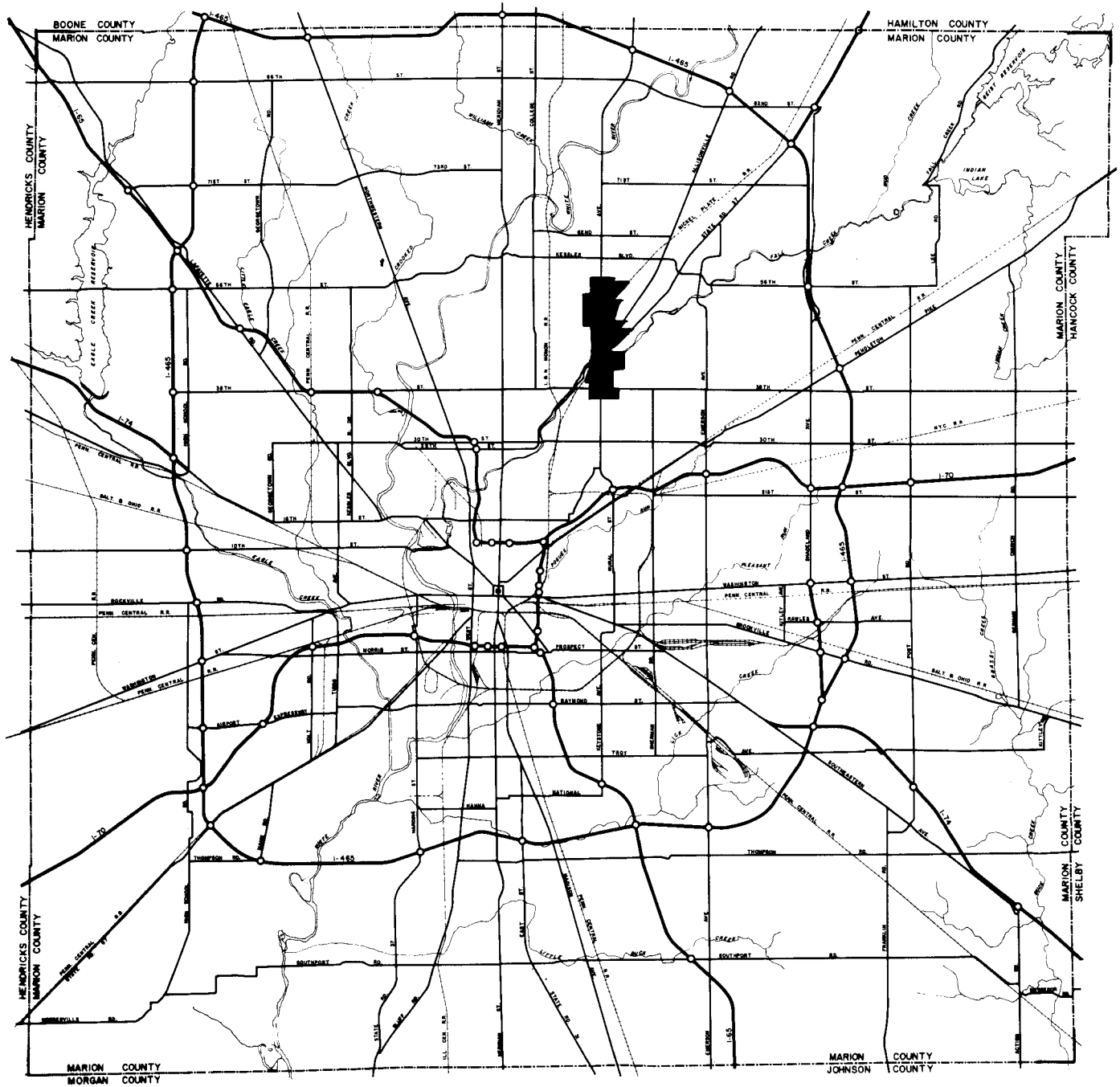
MAP 2



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MAP 1 KEYSTONE AVENUE CORRIDOR STUDY LOCATION

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Section One

A. INTRODUCTION - BACKGROUND INFORMATION

This section provides the essential information necessary to determine, "from where the corridor has come." This information is next used to aid in the identification and analysis of existing corridor conditions. The corridor's history and developmental trends help us to better understand current conditions.

Subsection One presents the history and development of the Keystone Avenue Corridor. The historical background provides a broad overview of the components which have shaped the corridor from a narrow country road to a major commercial thoroughfare. Subsection Two details the land use changes which have occurred over the past forty years, illustrating the growth of commercial and light-industrial uses, loss of housing, and overall pattern of development. Subsection Three lists the major significant features and focal points along the corridor, stressing their visual as well as physical importance to the corridor's appearance. Subsection Four briefly describes the neighborhoods which surround and use the corridor. The subsection also details current planning efforts being undertaken in and near the corridor. The various groups which represent these areas are noted as important components of the overall planning process.

corridor. High priority recommendations should be pursued by the business/property owner and appropriate City agencies in the near future in order to stabilize land use in the area and reduce the number of needless variance requests in the area. Zoning currently is poorly categorized in the entire corridor and must receive serious and immediate attention as one of its most pressing problems.

D. DESIGN SCHEME/STANDARDS

The design proposals are explained in terms of the specific improvement itself and how it fits into the overall corridor scheme. The correlation of improvements is stressed. Finally, this section relates goals/objectives and recommendations to actual physical design.

Urban design schemes for the corridor have been developed for subareas one, two and four, as well as portions of three. Keystone Avenue runs through each of these subareas. The design scheme addresses those commercial uses either fronting on the thoroughfare or, in some cases, tied to Keystone Avenue on intersecting streets.

Although actual design schemes are not developed for portions of subarea three and subarea four, recommendations for each subarea are proposed and each is fully addressed in the Land Use and Proposed Zoning Plans.

in the corridor which currently function with an inappropriate zoning classification. Several of the largest areas recommended for rezoning fall into this category. These uses presently are hindered in their expansion plans or desire for future development in that a variance must be obtained for almost any improvement desired by the businessman.

Objective 2:

A second series of recommendations are made regarding downzoning certain segments of the corridor to a lesser classification of the same district. The properties, largely commercial, are presently zoned at too high a classification for the use on the site. More important than the current use consideration is the fact that these classifications allow uses inappropriate for the corridor as well as too dense a level of development.

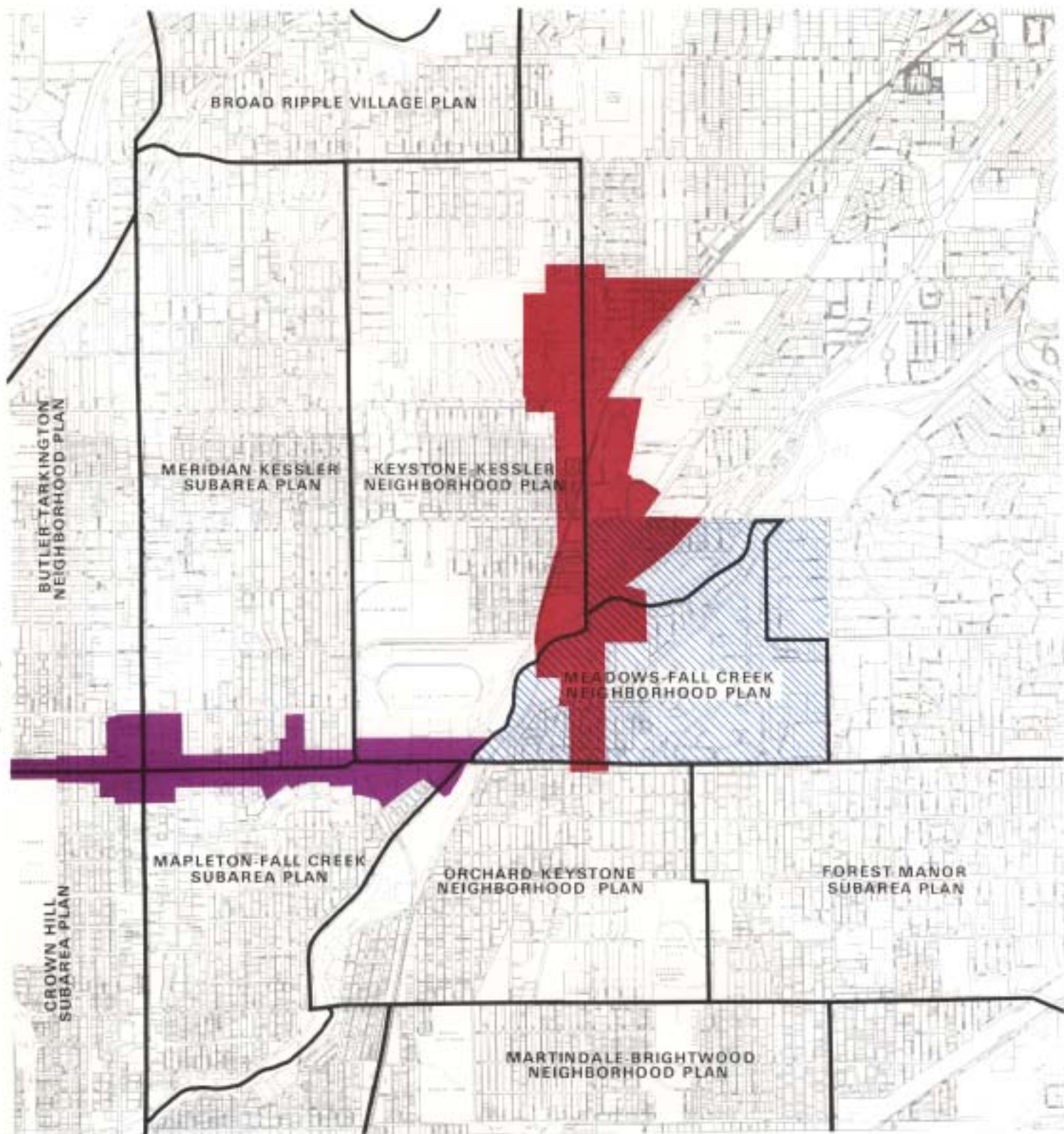
Objective 3:

A final series of recommendations regard upzoning segments of the corridor which are no longer appropriately zoned for use on the site or which hinder appropriate development of a site due to its zoning. Most of these conflicts regard land fronting Keystone Avenue which is zoned for single-family residential use in a clearly commercially-used corridor.

The Zoning Plan and Land Use Plan are designed in such a way that changes in land use are matched by appropriate changes in zoning where necessary, while zoning changes are recommended to reflect appropriate land use for the site. The properties recommended for rezoning should be prioritized in the following manner:

- Priority I - Immediate action
- Priority II - Action within next five years
- Priority III - Action in long term.

Although "blanket rezoning" of the area is not recommended, the current zoning districts throughout the corridor are inappropriate and not in the best future interests of the



MAP 4/KEYSTONE AVENUE STUDY AREA

SURROUNDING NEIGHBORHOODS/GROUP ORGANIZATIONS

- KEYSTONE AVENUE CORRIDOR STUDY
- MEADOWS-FALL CREEK NEIGHBORHOOD ASSOCIATION
- 38TH STREET CORRIDOR STUDY

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4. KEYSTONE AVENUE DEMOGRAPHIC SUMMARY

The purpose of this section is to describe the characteristics of the population immediately surrounding the Keystone Avenue Corridor Study Area. This information is gathered from census data for the five census tracts surrounding the Corridor--3216, 3217, 3224, 3225 and 3226 (Complete census information may be found in the Appendix). The boundaries of this area are:

North - Kessler Boulevard and 56th Street
South - 38th Street
East - Sherman Drive & Emerson Avenue
West - The Monon Railroad

The number of people living in the area has remained fairly stable since 1960, having experienced a slight increase in the 60's, balanced by a decline in the 70's. The characteristics of that population, however, have changed.

The racial composition of the area has experienced greater change than any of the other characteristics examined. The 1960 census data indicate the area contained 99.5% white residents; this percentage declined to 95.3% in 1970 and 65.1% in 1980. This decline in white population is symptomatic of the "white flight" that took place during the 60's and 70's but is certainly not as drastic as that which occurred in more "inner" inner-city areas.

The overall age of the area's population has increased decidedly since 1960. The only segment of the population that has consistently increased as a percent of the total is the age group "65 and over." The age group that has exhibited the most stability as a percent of total population is "20-59", which represents the prime employment years for most people.

Although the number of households has steadily increased from 6,853 in 1960 to 9,266 in 1980, the number of persons per household has declined from almost three in 1960 to its current level of 2.19 in 1980. This increase in the number of smaller households, despite a decline in the number of young and middle aged residents, can be explained by the increasing numbers of single and divorced individuals. This trend could also be partly responsible for the decreasing percentage of owner-occupied housing units in the area.

Median family income has risen steadily to its 1980 level of almost \$19,000.00. This increase can be attributed partly to inflation and also to the increasing educational level of the area. The percent of residents having one or more years of college increased by over 25% between 1960 and 1980, and the number of high school graduates increased by 8%.

KEYSTONE AVENUE CORRIDOR AREA CENSUS DATA

This data is a compilation of the following census tracts for 1960, 1970, and 1980: 3216, 3217, 3224, 3225, and 3226. The boundaries of these census tracts are Kessler Boulevard and 56th St. on the North, 38th St. on the South, the Monon RR on the West, and Sherman Dr. and Emerson Ave. on the East.

	1960	% total	1970	% total	% change	1980	% total	% change
TOTAL POPULATION	20392		21969		7.7%	20312		-7.5%
White Population	20299	99.5%	20947	95.3%	3.2%	13227	65.1%	-36.9%
Black Population	50	0.2%	896	4.1%	1692.0%	6869	33.8%	666.6%
Other Population	43	0.2%	126	0.6%	193.0%	216	1.1%	71.4%
Male Population	9662	47.4%	10132	46.1%	4.9%	9180	45.2%	-9.4%
Female Population	10730	52.6%	11837	53.9%	10.3%	11132	54.8%	-6.0%
Under five yrs. old	2078	10.2%	1489	6.8%	-28.3%	1447	7.1%	-2.8%
Between 5-19 yrs.	4777	23.4%	5031	22.9%	5.3%	3584	17.6%	-28.8%
Between 20-59 yrs.	11263	55.2%	11262	51.3%	0.0%	11120	54.7%	-1.3%
Between 60-64 yrs.	818	4.0%	1379	6.3%	68.6%	1089	5.4%	-21.0%
65 yrs. and over	1456	7.1%	2809	12.8%	92.9%	3072	15.1%	9.4%
Single Males	1278	6.3%	2049	9.3%	60.3%	2192	10.8%	7.0%
Married Males	5404	26.5%	5267	24.0%	-2.5%	3934	19.4%	-25.3%
Divorced Males	89	0.4%	349	1.6%	292.1%	732	3.6%	109.7%
Single Females	1475	7.2%	2167	9.9%	46.9%	2552	12.6%	17.8%
Married Females	5402	26.5%	5323	24.2%	-1.5%	3921	19.3%	-26.3%
Divorced Females	361	1.8%	727	3.3%	101.4%	1123	5.5%	54.5%
HOUSING UNITS	6870		8398		22.2%	8955		6.6%
Owner Occupied	4176	60.8%	3964	47.2%	-5.1%	4111	45.9%	3.7%
Renter Occupied	2694	39.2%	4434	52.8%	64.6%	4844	54.1%	9.2%
HOUSEHOLDS								
Total Households	6853		8586		25.3%	9266		7.9%
Persons/Household	2.98		2.56		-14.1%	2.19		-14.5%
INCOME								
Median Family Inc.	8606.2		12031.8		39.8%	18695.2		55.4%
EDUCATION								
0-11 Years	3750		3759		0.2%	3151		-16.2%
High School Grad.	4134		4998		20.9%	4391		-12.1%
1 + yrs of College	4342		4624		6.5%	5554		20.1%

5. LAND USE CHANGES 1945-1985

In order to understand the evolution of the Keystone Avenue Corridor, research was done via the Polk's City Directory to obtain a listing of the commercial, industrial and residential uses in the study area over a forty year period of time. Because ten year intervals were believed to provide sufficient time for apparent changes to develop, the years studied were: 1945, 1955, 1965, 1975 and 1984. A graphic display of the corridor development may be found on Maps 5-9, which are historic land use maps based on this information. Pictorially, these maps show how Keystone Avenue has grown from a rural, almost country road to its present status as a major urban thoroughfare.

1945 (See Map 5)

In 1945, Keystone Avenue was little more than a country road. There was abundant open space, and the development that had occurred was largely of a residential character. Retail/office uses were distributed throughout the corridor in order to provide convenient service to the surrounding neighborhoods. These uses largely occurred at intersections.

Preliminary development of the commercial node at 38th and Keystone Avenue was apparent in 1945, but there was no clue of the strip commercial corridor that was to later develop. Prominent uses at this time were the Water Company Pumping Station and Willowbrook Golf Course, which is now the site for Willowbrook Office and Apartment complex.

1955 (See Map 6)

Commercial uses were much more abundant at this time. They were still primarily of an office/retail nature. The commercial node at 38th Street and Keystone Avenue was now fully developed. Other concentrations of commercial use were found at Keystone Avenue and Allisonville Road (site of Town and Country Shopping Center and Keystone Center), at the intersection of 52nd Street and Keystone Avenue, and north of 52nd Street.

The area south of Millersville Road to 38th Street was still strongly residential. New single-family housing could still be found north of 56th Street and in Malott Park, the northeast corner of the study area, as well as on Allisonville Road. A new apartment complex was also located just west of Keystone Avenue at 52nd Street.

1965 (See Map 7)

This period was crucial to the evolution of Keystone Avenue, as sometime between 1955 and 1965, Keystone Avenue made the

transition from a series of neighborhood commercial nodes to a linear commercial district. Isolated segments of commercial development became one, as formerly residential or vacant land was developed commercially. This trend was especially apparent in the area south of Millersville Road (where residential use was overtaken by commercial), just north of Keystone Court (where Corporate Square East was build on a formerly vacant site), and north of 52nd Street.

The type of commercial uses found in 1965 were also different, as auto-related business assumed a major role.

1975 (See Map 8)

Commercial development continued unabated between 1965-1975. Significant changes that took place included the development of Willowbrook and Vantage Point office and apartment complexes, both planned unit developments of a suburban style. Vacant land between Fall Creek and Millersville Road developed commercially, as did the formerly residential area east of the railroad track and south of 46th Street. Auto-related uses continued to increase in size and number as signified by the development of large auto dealerships, especially north of the railroad tracks.

1985 (See Map 9)

The most significant change that occurred between 1975 and today was the development of Malott Industrial Park in the northeast corner of the study area. Auto-related uses continued to expand north of Millersville Road, south of 46th Street, and north of the railroad tracks.

Other changes included industrial development on Millersville Road, the development of the vacant parcel west of Hillside Avenue, and the development of the parcel between 45th and 46th Streets, State Road 37 and Allisonville Road.

KEYSTONE AVENUE CORRIDOR STUDY

MAP 5
LAND USE 1945



RESIDENTIAL

- Single Family
- Two Family

COMMERCIAL

- Auto/Related
- Retail Office

VACANT

LIGHT/INDUSTRIAL

PUBLIC/SEMI-PUBLIC

PARKS/OPEN SPACE

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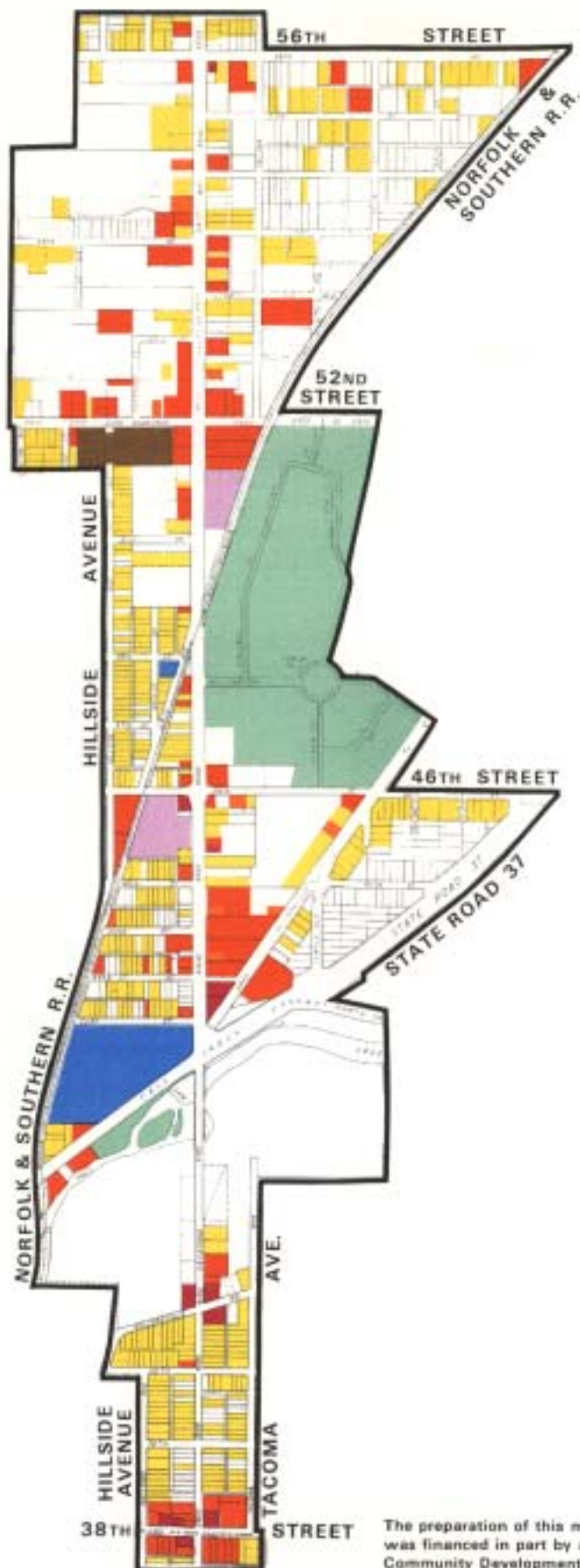


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KEYSTONE AVENUE CORRIDOR STUDY

MAP 6
LAND USE 1955



RESIDENTIAL

- Single Family
- Two Family
- Multi-Family

COMMERCIAL

- Retail Office
- Auto Related

LIGHT INDUSTRIAL

PUBLIC/SEMI-PUBLIC

PARKS/OPEN SPACE

VACANT

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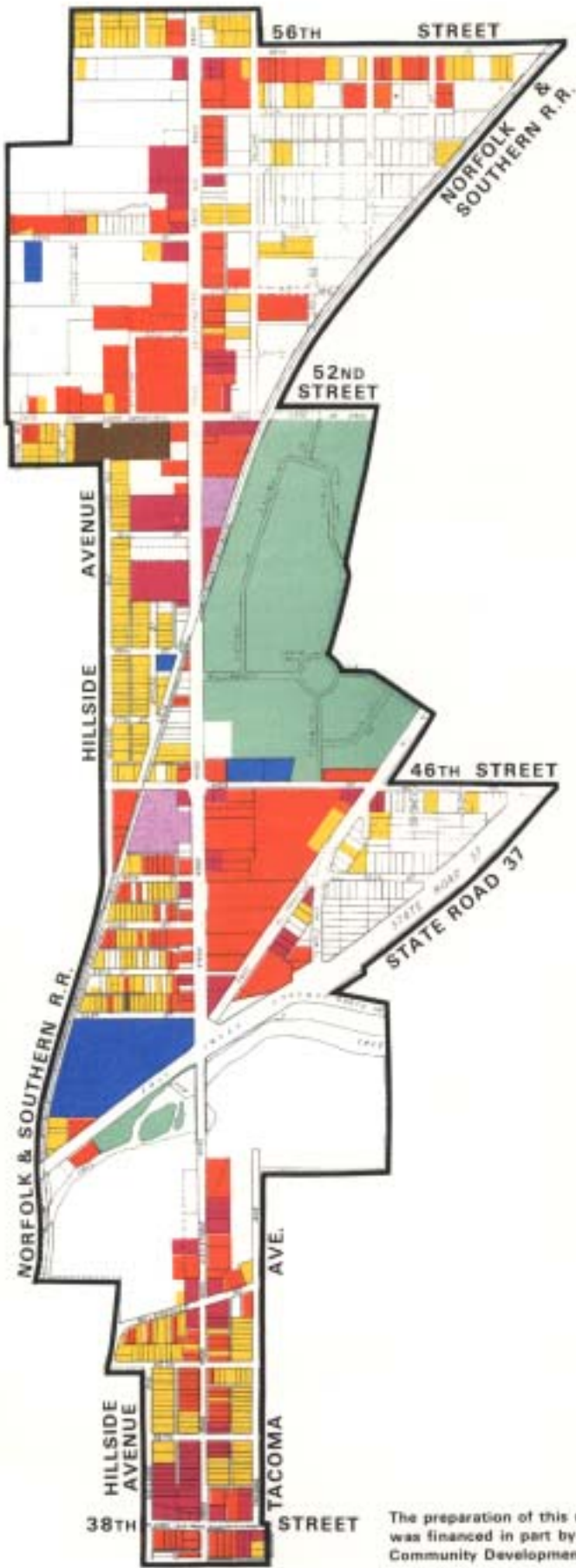


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KEYSTONE AVENUE CORRIDOR STUDY

MAP 7

LAND USE 1965



RESIDENTIAL

- Single Family
- Two Family
- Multi-Family

COMMERCIAL

- Retail Office
- Auto Related

LIGHT INDUSTRIAL

- PUBLIC/SEMI-PUBLIC

PARKS/OPEN SPACE

- VACANT

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KEYSTONE AVENUE CORRIDOR STUDY

MAP 8
LAND USE 1975



RESIDENTIAL

- Single Family
- Multi-Family

COMMERCIAL

- Retail Office
- Auto Related

LIGHT INDUSTRIAL

- PUBLIC/SEMI-PUBLIC

PARKS/OPEN SPACE

- VACANT

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KEYSTONE AVENUE CORRIDOR STUDY

MAP 9

EXISTING LAND USE 1985



RESIDENTIAL

- Single Family
- Two Family
- Multi-Family

COMMERCIAL

- Retail Office
- Auto Related

- LIGHT INDUSTRIAL
- PUBLIC/SEMI-PUBLIC
- PARKS/OPEN SPACE
- PARKING
- VACANT LAND
- VACANT BUILDINGS

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Section Two

A. INTRODUCTION - EXISTING CONDITIONS

Viewing existing conditions is a prerequisite to uncovering the assets and liabilities of the corridor. Without such knowledge, important points might be overlooked or their impact misunderstood. Therefore, this section of the plan documents the current physical and visual conditions present in the entire Keystone Avenue Corridor study area. Aspects of the corridor such as land use, building conditions and transportation systems are first described and then analyzed in order to properly assess the physical needs or problems of the corridor. Subsection One reviews the general condition of various components of the corridor, explaining how each aspect affects and interacts with the other. Subsection Two divides the corridor into five parts or subareas, each having different physical qualities, and analyzes in detail the conditions found within them.

The idea of interacting subareas is an important part of the plan's development, as the subareas allow for a far greater intensity of analysis, and specific concerns can be more adequately addressed.

Finally, the results of a business survey and personal interview are summarized. The opinions and information gathered from corridor businesses express current perceptions as well as physical conditions. These perceptions, physical conditions, and current business data present a clear picture to the planner of "where the corridor is now."

1. EXISTING CONDITIONS

The historic background and study of land use changes in the corridor were analyzed to determine the growth and change which have occurred. An analysis of current conditions was then conducted. The analysis delineates the current physical conditions found in the entire study area, acting as a reference from which specific recommendations for the renovation of the Keystone Avenue corridor can be developed. These recommendations ultimately will comprise an important part of a complete, comprehensive study for the corridor.

Existing conditions are summarized in this section for the entire corridor and then detailed by the five specific subareas of the corridor. These subareas are:

- Subarea One: 38th Street north to Fall Creek
- Subarea Two: Fall Creek north to 49th Street
(see Map 10 for boundary)
- Subarea Three: An irregularly-shaped area which incorporates Willow Brook Corporate Square East and Vantage Point
(see Map 10 for boundary)
- Subarea Four: 49th Street and the N & S Railroad north to 56th Street (see Map 10 for boundary)
- Subarea Five: A triangular area bordered on the west by Tacoma Avenue, the north by 56th Street, and the south & east by the N & S Railroad.

A. Corridor-Wide

I. Existing Land Use:

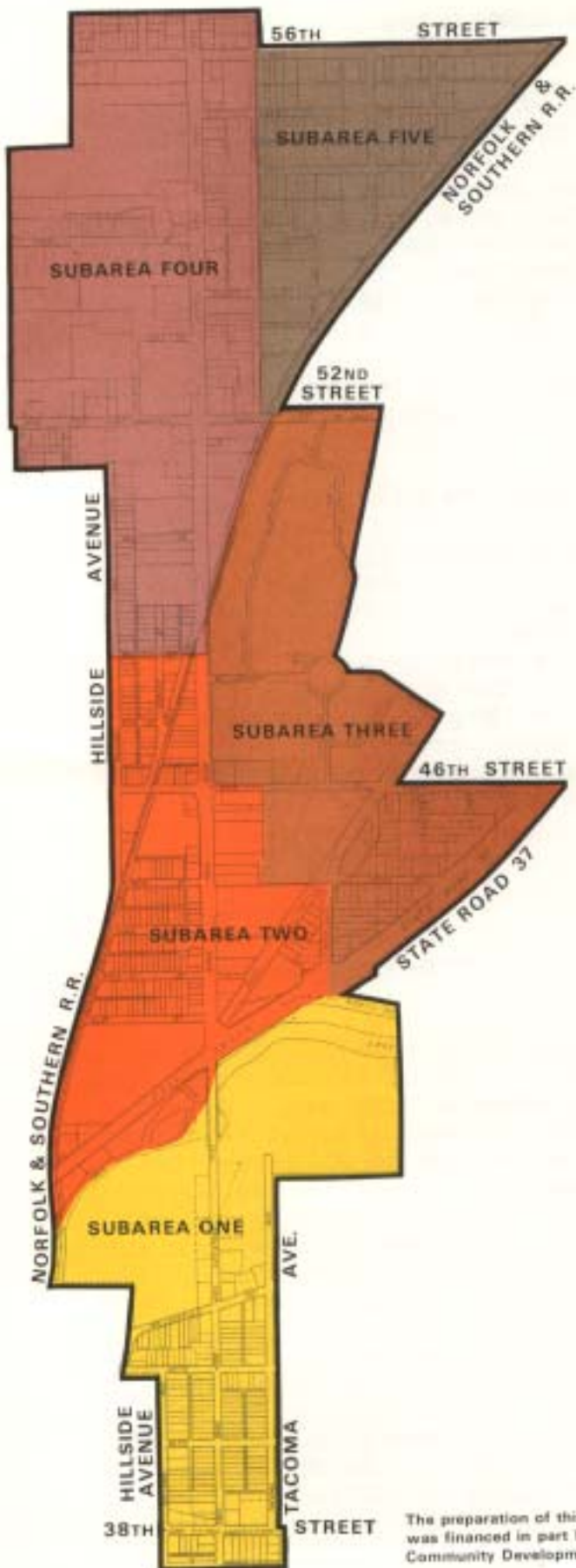
The Keystone Avenue Corridor contains a diverse mixture of land uses: (see Map 9)

- Commercial development, both retail and office/service, exists in all areas of the corridor, and is by far the most prominent land use. Retail commercial use is most concentrated on Keystone Avenue from 56th Street south to Millersville Road, with its heaviest concentration at Keystone Plaza (52nd Street and Keystone Avenue). South of Millersville Road, retail commercial is more intermittent and at a smaller scale. Near the intersection of 38th Street and Keystone Avenue, retail commercial is again more prominent. Office/service commercial also exists corridor-wide. Yet, unlike retail, the use exists on those streets intersecting with Keystone. Concentrations of office commercial use exist on Allisonville Road, 46th Street, 52nd Street and the Willow Brook area east of Keystone Avenue on Kingsway Drive.

KEYSTONE AVENUE CORRIDOR STUDY

MAP 10

SUBAREA BOUNDARIES



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- Industrial uses are prevalent in the northeastern and west central portions of the corridor bordering on the N & S Railroad. All industrial uses in the corridor are generally categorized as "light". The two concentrated areas of industrial uses can be found in two "triangle" areas associated with Keystone Avenue and the N & S Railroad. "Triangle 1" exists in an area bordered by Fall Creek Parkway, Keystone Avenue, and the N & S Railroad. "Triangle 2" is bounded by Keystone Avenue, 56th Street and the N & S Railroad. In these two areas, warehousing, auto repair and light manufacturing uses are intermixed with various commercial and residential uses.
- Public and semi-public facilities are few. Fall Creek and its banks are zoned both PK I and PK II, but are basically unused or undeveloped creek banks. The Indianapolis Water Company's Fall Creek Station is the other large public/semi-public use, located in a large area bordered by Fall Creek Parkway, Clay Street and the N & S Railroad (near Keystone Avenue).
- Green space and parks are limited to either undeveloped/vacant land in the corridor or some frontage landscaping. No official city or private parks exist in the corridor. Large undeveloped parcels in three areas offer some open space. A large undeveloped tract of land east of Keystone Avenue and south of Fall Creek does offer a visual break from urban development. A large section of the Willow Brook complex is undeveloped. Although infrastructure is in place--the area in the northern sector of Willow Brook (near 52nd Street) is a grassy field. The other large area of open space exists west of Keystone Avenue between 54th and 56th Streets and represents the remnants of Bacon Swamp. Portions of this area along 54th Street are currently being developed as a retirement/nursing home (see history).
- Residential uses are peripheral to the corridor itself. Most housing is single-family or duplex. A concentrated area of housing exists west of Keystone Avenue in the area south of 49th Street. These homes are generally small, frame cottages dating from 1920-1940 and exist along Hillside Avenue. On both sides of Keystone Avenue south of Millersville Road, single-family residential units exist which date from the 1950's. Some housing still exists in this area which fronts on Keystone Avenue. The Vantage Point Apartment tower at

Allisonville Road and 45th Street is the only concentration of apartments. Housing in other areas of the corridor is spotty; representing remnants of earlier development in the area.

-- Parking exists almost exclusively in the form of off-street surface lots. These lots are found surrounding all major commercial uses throughout the corridor. The largest parking areas occur adjacent to five major developments:

1. The Keystone Plaza area,
2. Willow Brook Center,
3. Corporate Square East,
4. Vantage Point,
5. Zayre Department Store.

In all cases, save Vantage Point, the parking fronts on Keystone Avenue and is associated with commercial use. Vantage Point is an anomaly in the corridor, as it features a parking garage for an apartment/office complex.

II. Building Conditions

The Keystone Avenue Corridor Study area contains a wide range of building conditions. The range of conditions is due to the variability in building age and maintenance. Commercial structures range in age from 1950's "strip commercial" structures to modern centers. Commercial building conditions range from "sound" to "major deterioration" occurring south of 49th Street along and near Keystone Avenue. Those older commercial "strips" also seem particularly to suffer from disinvestment.

In general, the area south of 49th Street to Fall Creek exhibits far more deterioration than the area north to 56th Street. The area south of Fall Creek is, in general, the oldest area of the corridor, and does exhibit a noticeable amount of structures in the "minor deterioration" category. Vacancies tend to go hand-in-hand with deterioration, as they too are found largely south of 49th Street. Residential deterioration occurs south of 49th Street along Hillside Avenue, and south of Millersville Road on both sides of Keystone Avenue. Residential deterioration is generally in the "minor" category, although some sub-standard structures are present. Appendix A describes the guidelines used to arrive at building condition ratings, while Map 11 depicts existing building conditions.

KEYSTONE AVENUE CORRIDOR STUDY

MAP 11 BUILDING CONDITIONS



- SOUND
- MINOR DETERIORATION
- MAJOR DETERIORATION
- SUB-STANDARD

The preparation of this map
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Department of Metropolitan Development
Division of Planning
Indianapolis-Marion County, Indiana

III. Transportation

a. Streets

A good network of streets provide access to all points in the corridor. Although access within the corridor itself is well-served, the study area is largely a north-south commuter route between downtown and the northern and northeastern portions of the City. Arterial thoroughfares, as noted in the official thoroughfare plan, are:

North-South Primary Arterials:

- Keystone Avenue
- Fall Creek Parkway/St. Road 37
- Allisonville Road

The East-West Primary Arterials:

- 38th Street
- 46th Street

In addition, 52nd Street serves as a secondary arterial.

There are numerous lower-volume collector streets throughout the corridor.

The corridor is well-served by Bus and Taxi service. Major bus routes serve Keystone Avenue, 38th Street, Fall Creek Parkway, 46th Street and 52nd Street.

Map 12 depicts the Official Thoroughfare Plan for Marion County as it relates to the corridor. The width of the thoroughfare is sized to graphically portray the most recent traffic counts for each thoroughfare listed on the map.

b. Sidewalks and Curbs

Sidewalks and curbs are, at best, intermittently placed throughout the corridor and are generally inadequate as a means of serving pedestrians. Sidewalks are incomplete or missing altogether in most parts of the corridor. Keystone Avenue, for example, has sidewalks along only 50% of the corridor study area. These sidewalks are often in poor condition, too narrow, or do not continue uninterrupted to major pedestrian generators. The situation on streets east or west of Keystone is even less acceptable. Although the corridor is largely commuter/auto-oriented, several areas where pedestrian traffic appear high exist. In

the 52nd Street and Keystone Avenue and 46th Street and Keystone Avenue areas, the wide range of nearby commercial uses should require more adequate sidewalks. This same fact holds true for Keystone Avenue south of Millersville Road. Curbs appear somewhat more abundant, although in several areas these too are missing.

Curb conditions are fair to poor--with replacement on all of Keystone Avenue a necessity.

c. Parking

As noted earlier, parking is available throughout the corridor in the form of off-street surface lots. These lots range in condition from well-paved and striped to unmarked and in need of resurfacing. Almost all lots are paved. Few gravel lots exist. Problems do exist as to arrangement, access and amount of parking in specific areas. These particular problems will be addressed later in this plan.

IV. Streetscape

The overall perception of the Keystone Avenue Corridor is as important as the land use, buildings, and access routes that comprise it. What a person sees and hears as he lives near, shops, or travels through the corridor affect his perception of the quality of the area. With this in mind, the following comments would appear to be appropriate:

- The corridor is a visual chaos. Eyesores such as vacant or deteriorating buildings, unsympathetic renovations or conversions, overhead wires, unlandscaped parking and commercial areas, lack of any transitional yards, poor sidewalks and curbs, and inappropriate signage all contribute to the perception of an ununified assemblage of uses with little regard for visual coherence or functionality.
- Intersections, particularly 38th Street/Keystone Avenue, Fall Creek Parkway/Keystone Avenue, and 46th Street/Keystone Avenue are poorly designed for both automobiles and pedestrians. Traffic congestion due to high volume and poor traffic safety due to both design problems and public lassitude, are two serious problems needing attention.
- Fall Creek Parkway presents a potential for an attractive green space/natural buffer similar to

the area south of 38th Street. At present, however, inappropriate uses bar clear views of the area. The area is not well-maintained.

- Street lighting and traffic signage appear adequate. The lack of sign organization, or standardization of location does not enhance the area's visual quality.
- The corridor presents many differing "faces" to the traveler. Modern retail shopping centers, automobile showrooms, well-designed corporate office centers, industrial warehouses all greet the traveler and offer unique potentials and problems.
- Some buildings give distinction to the corridor, and provide for its unique characteristics. Such taller structures as the Willow Brook Office Towers and the Vantage Point apartment complex provide visual foci to the area. The Indianapolis Water Company's Fall Creek Station is another distinct architectural landmark. The Keystone Plaza Shopping Center is a retail focal point for the northern portion of the corridor.

KEYSTONE AVENUE CORRIDOR STUDY

MAP 12 THOROUGHFARE PLAN TRAFFIC COUNTS



PRIMARY ARTERIAL
SECONDARY ARTERIAL
12,000-TRAFFIC COUNT
1984 YEAR TAKEN

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2. EXISTING CONDITIONS - SUBAREA ANALYSIS

For study purposes, the corridor has been subdivided into five areas. Each of the "subareas" exhibits a different type and/or mixture of land use and should be individually addressed in order to better serve the unique functioning of each area. (The five subareas are shown on Map 10.)

a. Subarea One

The southern subarea is roughly bounded by the N & S Railroad and Hillside Avenue on the west, 38th on the south, Tacoma Avenue on the east and Fall Creek on the north. The subarea contains a mix of uses:

Along Keystone Avenue, from 38th Street north to 40th Street, commercial uses are interspersed with residential uses. Several commercial uses exist in former residential structures. Auto-related commercial and general retail commercial uses are most prevalent in the subarea. The Zayre Shopping Center, south of Fall Creek, is the largest commercial facility in the subarea and second largest in the corridor. Light industrial use can be found on Millersville Road west of Keystone Avenue. On Hillside and Tacoma Avenues, and on 40th Street, single-family residences abut the more commercially-oriented Keystone Avenue, 38th Street and Millersville Road.

This subarea is the only one in which any significant number of single-family homes still front on Keystone Avenue, and consequently is the only subarea which has any residential character remaining. A large vacant tract of land east of Keystone Avenue and south of Fall Creek provides some potential for development. The condition of most buildings in this area is generally sound or exhibiting minor deterioration. Parking, with the exception of the Zayre Shopping Center, is haphazardly arranged and difficult to access. This problem is most apparent around converted residential structures mentioned above. The 38th Street/ Keystone Avenue intersection is congested and poorly designed for the current volume of traffic. Keystone Avenue itself is narrower in this area than in the northern portions of the corridor, which hinders traffic flow. There are a large number of vacant commercial units also in this area.

b. Subarea Two

The subarea is roughly bounded by Hillside Avenue and the N & S Railroad on the west; 49th Street on the north; Keystone

Avenue, Corporate Square East and Temple Avenue on the east, and Fall Creek Parkway on the south.

Subarea Two exhibits a different mix of use than Subarea One. Keystone Avenue itself widens from Fall Creek north into a six-lane thoroughfare with a median. The subarea is much more commercially-oriented, yet probably shows the effects of recent area disinvestment more than any other portion of the corridor. Commercial uses in this subarea are largely in older "strip" shopping developments dating back to the early 1950's. The "Town and Country" area of 44th Street and Keystone Avenue is the best example of this. There is a mixture of commercial uses fronting on Keystone ranging from retail, auto-related, office and service commercial categories. Most of these uses are smaller than others in the corridor.

West of Keystone Avenue, an isolated "triangle" of warehousing and light industrial uses exists. Access to this area can only be gained from Keystone Avenue on the east, as only Clay Street crosses the N & S Railroad (the subarea's western boundary.) Most uses in this "triangle" are either service-oriented commercial or light industrial uses. Originally a residential area, some small cottages still exist among the commercial buildings.

Commercial uses on Allisonville Road are somewhat haphazard and range from small retail shops to a vacant restaurant and auto-repair shop. A large area of vacant land exists at the point of Allisonville Road and St. Rd. 37. This area is not well-maintained, as building foundations and weeds present an unsightly appearance. The southwestern portion of the subarea contains the Indianapolis Water Company's Fall Creek Pumping Station, a large and well-maintained public/semi-public facility.

Building conditions range from "sound" to "unsound", with the highest concentration of deterioration occurring in this subarea. Specific areas of deterioration occur north of 44th Street on the east side of Keystone Avenue to about 45th Street, and on the west side of Keystone Avenue just north of 46th Street. Another area of minor deterioration occurs on Duke and 45th Streets west of Keystone Avenue. Vacant buildings and storefronts are significant problems in the area. There are 13 vacancies (rentable storefronts) in this subarea. Of the three subareas that include Keystone Avenue, subarea two has the highest number of vacancies. Sidewalks and curbs are in poor condition where they exist, and in many areas of the subarea are missing. Streets in need of resurfacing, curbs, and sidewalks include Clay, 44th, Duke and 45th Streets.

c. Subarea Three

An irregular area east of Keystone Avenue stretching generally from St. Rd. 37 north to 52nd Street is unique among the corridor subareas, due to its concentration of office park uses. Unlike other portions of the subarea, where retail commercial is the major use, subarea three features three office large park developments: 1) Willow Brook Center, 2) Corporate Square East, 3) Vantage Point Office Tower. These three centers occupy 90% of the land in this subarea, and contain over 200 offices. The scale of each center is more suburban in nature, in contrast with the older "strip commercial" centers on Keystone Avenue or nearby urban-scaled residential neighborhoods. These office complexes have on-site parking facilities and are laid out as a unified center. Vantage Point is unusual, in that it features a high-rise apartment tower (the only large apartment building in the corridor) and a parking garage--again the only one in the area. The centers are well-maintained, but each suffers from a high vacancy rate. Other commercial uses along 46th Street tend to be smaller office buildings, either in commercial structures or converted residential units.

This subarea presents a very different appearance than any other area of the Keystone Corridor. The subarea actually is an enclave of suburban office development. Streets in the area are in good condition. Sidewalks are generally not provided in the subarea.

d. Subarea Four

Bordered roughly on the West by Hillside and Evanston Avenues, the south by 49th Street, the east by the N & S Railroad and Tacoma Avenue, and north by 56th Street, the subarea is the most densely-developed commercial area of the corridor. This subarea is characterized by more recent retail commercial developments, older remnants of "strip" commercial from the 1960's, and a concentration of automobile dealerships. The focus of the subarea is the Keystone Plaza Shopping Center. This large regional shopping center, anchored by Target and Marsh chains, contains 33 stores and services. The center is well-maintained, and has a very "suburban" orientation. Along 52nd Street, 54th Street and eastern Keystone Avenue, surrounding commercial development is both older in comparison to Keystone Plaza, and more neighborhood-oriented. An example of this is Richard's Market Basket, which fronts 52nd Street. The grocery has a more distinct neighborhood orientation than the large Marsh Grocery Store one block north. Many of the smaller commercial centers require some minor maintenance, but vacancies are few. The image of these shops is hindered by lack of landscaping,

improper (or non-existent) facade renovation, poor parking and limited access.

Automobile dealerships are concentrated in this area, with four distinct businesses occupying a large percentage of the Keystone Avenue frontage. These businesses are generally well-maintained, but lack of landscaping, inappropriate signage, and access/parking problems do hinder its image.

In the southeastern corner of the subarea (5100 block of Keystone) an industrial use fronts Keystone Avenue. This use, a coal & oil distributor, is a remnant of the area's former more secluded or suburban nature. The use has no landscaping, though it is kept in fairly good condition.

Housing exists along the far western border of the subarea. The units are all single-family and exhibit only some areas of minor deterioration. The area north of 56th Street immediately becomes a solid single-family residential neighborhood. In the northwest corner of this subarea, the large undeveloped open space area is a portion of Bacon Swamp. This area remains vacant and presents the opportunity for well-planned development.

e. Subarea Five

The final subarea, bounded by 56th Street, the N & S Railroad and Tacoma Avenue is again different than the commercial core area found along Keystone Avenue. The subarea, developed within the past 25 years, contains the widest range of uses in the corridor. Office commercial uses, light industrial centers, surface parking lots, and some single-family residential uses all coexist in this portion of the corridor. The subarea is predominantly zoned as light industrial, and most of these uses are of recent vintage. Office uses, some in converted homes, and those few remaining single-family residences appear to predate this classification. The area currently functions as a pseudo-industrial park, as it is bounded (and serviced) by the N & S Railroad and borders on Keystone Avenue. The subarea is similar to subarea three in that it is a unique, self-contained unit of the corridor. The structures are well-maintained and vacancies are few. The remaining housing units, although incompatible with current area use, are generally well-maintained. Streets are in good condition, but curbs and sidewalks are lacking.

3. EXISTING CONDITIONS - FIRE/RESCUE SERVICE

The Keystone Corridor is served by both fire and rescue service from Fire Station #31 at 46th Street and Haverford Avenue. Despite the rapid growth of this area and the entire northeast side, only one change has been made in the fire/rescue system for this area since 1950 - the removal of a truck from Fire Station #32 at the time Fire Station #31 was built for its location there. The 46th Street Station (#31) was added in the 1950's and serves both as a rescue and fire station. Fire Station #31 is a single-truck facility with a service area that ranges (north-south) from 71st to 30th Streets. The nearest rescue unit/station is located at 30th Street and Kenwood Street, while another facility at 56th and Illinois can assist as a "second-call" for that area.

With the large residential population, as well as the over 300 businesses along Keystone Avenue, fire safety appears thinly-spread in this area. Specifically regarding rescue service - if Station #31 receives a rescue call, there is no service protecting the area closer than 30th Street and Kenwood Avenue. It appears that the Fire Department needs to carefully evaluate service in this area.

A recommendation has been made to locate a new station somewhere along 52nd Street near Indianola Avenue in the neighborhood west of the corridor. This recommendation appears valid in light of the level of service question and should be pursued by the Fire Department and other appropriate agencies. The conversion of Fire Station #31 to a rescue station/ambulance service has also been recommended.

Section Three

A. INTRODUCTION - ASSETS/LIABILITIES/NEEDED IMPROVEMENTS

Section Three uses the information and research developed in Sections One and Two to construct a comprehensive listing of the assets and liabilities of the Keystone Avenue Corridor. Each major corridor component (commercial, housing, transportation, public safety, appearance, and public/semi-public) is analyzed individually to determine which of its facets aids or hinders the functioning of the area. Developing a list of current assets and liabilities lays a foundation upon which planning recommendations can be based. Each of the components is then analyzed in order to ascertain its "needed improvements."

In combination with the goals and objectives developed in Section Four, this information provides the basis for the actual plan for the corridor.

ASSETS/LIABILITIES/NEEDED IMPROVEMENTS

After analyzing the existing conditions along the Keystone Avenue Corridor and the results of a business survey, the following list of corridor-wide assets/liabilities/needed improvements was developed. This listing reflects the observations of staff as well as the perceptions of corridor businesses owners.

The listing of assets/liabilities/needed improvements is presented for each of the following corridor components:

- | | |
|-------------------|----------------------|
| 1. Commercial | 5. Public Safety |
| 2. Residential | 6. Appearance |
| 3. Industrial | 7. Public Facilities |
| 4. Transportation | 8. Zoning |

Specific Components

The following listing of assets, liabilities and needed improvements have been identified for the Keystone Corridor.

1. Commercial

Assets

- Convenient location on major thoroughfares--centrality and accessibility.
- Large surrounding base of population/service area (specifically south, west and north).
- Variety of goods and services provided.
- High traffic (local and commutor) providing visibility.
- Major banks have branches in or near the corridor area.
- Active merchants' association.
- Area of specialized commercial use relating to automobile sales and service.
- Several long-time occupants.
- Active development and revitalization activities underway.
- Large amount of good office space available at reasonable rates.
- Parking free for customers and employees.

Liabilities

- Parking poor in sections of the corridor.
- Buildings in need of renovation:
 - A. Poor facade/store front design.
 - B. Obsolescence.
 - C. Poor structural maintenance -- deterioration.

- Large number of vacant buildings and storefronts in the southern half of the corridor present a blighted appearance.
- Quality of businesses in sections of the corridor declining.
- Overall image poor:
 - A. Sign clutter.
 - B. Overhead wires.
 - C. Lack of landscaping.
- Some commercial uses in converted homes.
- Access problems from Keystone Avenue.
- Medians are perceived as a hinderance.
- Loitering, (especially by students waiting for bus transfers 46th & Keystone).
- Crime and security problems.

Needed Improvements

- Better definition/separation of residential and commercial uses.
- Separation of commercial from industrial uses.
- Removal of deteriorated structures for possible redevelopment.
- Removal of non-commercial structures which intrude into commercial areas.
- Building renovation:
 - A. Facade treatments to enhance establishments/area.
 - B. Unification of design for the various "strip" centers.
 - C. Interior/Exterior upgrading to better serve customers.
- New construction, where optimal, to provide for commercial growth.
- Vigorous campaign to market the area in order to improve perception and increase occupancy.
- Improve the service sector's ability to attract and maintain customers through a restaurant association, joint advertising, possible expansion of service role (i.e. a hotel).
- Concentrated effort to fill vacant units with acceptable tenants and uses.
- Better definition of commercial areas (south of Millersville Road).
- Improved/Increased off-street parking area to service commercial facilities.
- Improve streetscape to enhance perception.
- Maintenance (by private individuals) of large public parking lots (e.g., Nationwide Auto Parts, Keystone Plaza, etc.) specifically regarding trash/litter clean-up.
- Cooperation in and active pursuit of maintenance of private property by the property owner.

2. Residential

Assets

- Established neighborhoods.
- Variety of housing types
 - A. Single-family or duplex-family homes
 - B. Apartments.
- Variety of tenure (owner/renter).
- Fire protection nearby.
- Largely separated from surrounding commercial or more intense uses.

Liabilities

- Surrounding businesses declining.
- Some residential uses being converted into commercial facilities.
- Deferred/poor maintenance in some southern and western areas.
- Definition between commercial and residential uses weak south of Millersville Road.

Needed Improvements

- Better definition/separation of residential and commercial uses (southern subarea).
- Continuing work at paint-up/fix-up programs for neighborhood housing stock.
- Visibly and functionally improve commercial areas adjacent to residential uses.
- Limit conversions, subdivisions of housing.

3. Industrial

Assets

- Light industrial uses offer potential for increased tax base and local employment.

Liabilities

- Industrial sites are poorly landscaped/buffered from surrounding uses.
- Some present locations of industrial use are inappropriate (Keystone Avenue, 56th Street).
- Some light industrial uses are hampered in proper development by:
 - A. access problems and
 - B. outdated surrounding land uses (specifically the area west of Keystone Avenue between 4400 and 4600.

Needed Improvements

- Buffer appropriate industrial use from bordering residential and commercial uses and landscape.
- Improve the appearance of industrial/warehouse buildings to be more compatible with the commercial uses flanking them.
- Develop a "buffer" of office/commercial uses along East 56th Street to separate residential uses north of 56th Street and industrial uses to the south (Mallott Park).
- Work with private owners, developers, business representatives and City agencies to develop a long-term strategy to relocate/ remove those industrial uses which are inappropriate for the corridor.
- Improve accessibility and circulation for the light industrial area west of Keystone Avenue between 44th and 46th Streets.
- Remove (long-term) residential and commercially converted residential uses in the light industrial area west of Keystone Avenue between 44th and 46th Streets to allow for growth/ expansion of light industrial in the area.

4. Transportation

Assets

- Well defined transportation system.
- Easy access to:
 - A. North and northeast suburbs,
 - B. Downtown,
 - C. 38th Street.
- Access to interstates via Keystone Avenue, 38th Street, State Rd. 37 or Allisonville Road.
- Well-served by public transit.
- Fall Creek Parkway/State Rd. 37 is a part of the State Highway system.
- Vehicular accessibility to commercial, residential and industrial uses high.
- Parking provided in all areas of the corridor.
- Rail service available.
- One of the major commuter routes from the northern suburbs to downtown.

Liabilities

- Extremely heavy traffic, especially during rush-hours, causes congestion on 38th Street, Fall Creek Parkway, State Rd. 37, and 46th Street, as well as Keystone Avenue itself.
- One of the major commuter routes from the northern suburbs to downtown.

- Far too many access points onto Keystone Avenue, creating traffic congestion, poor circulation around commercial areas as well as pedestrian and motorist hazards.
- Parking system very poorly designed, and accessibility often difficult.
- Some parking areas inadequate.
- Little unity in adjoining parking lots (few shared facilities on Keystone).
- Sidewalks often non-existent, and existing walks narrow or in poor condition.
- Some streets, including portions of Keystone Avenue are in poor condition and require resurfacing.
- Rail service rarely used.
- Bus service does not extend on Keystone between Fall Creek and 38th Street.
- On-street parking allowed on some heavily-utilized commuter and commercial roads, creating congestion/access problems.

Needed Improvements

- Reduction/Removal of duplicative, unnecessary curb-cuts onto Keystone Avenue, allowing for better traffic flow, parking lot arrangement, and pedestrian/vehicular movements.
- Better designed off-street parking facilities (existing).
- Potential expansion of parking lots, creation of new lots if necessary.
- Sidewalk construction.
- Curb repair.
- Street resurfacing where identified as a serious problem.
- Unification of adjacent parking lots (shared facilities).
- Elimination of on-street parking where commuter or commercial accessibility is hindered.
- Extension of Metro service to include portion of Keystone Avenue between 38th Street and Fall Creek.
- Widening of Keystone Avenue north of 38th to Fall Creek.

5. Public Safety

Assets

- Fire Station #31, 1100 East 46th Street, serves the corridor.
- Major thoroughfares (38th Street, Keystone Avenue, 46th Street and Fall Creek Parkway) have adequate street lighting.
- Proximity to Police Roll Call Site (Broad Ripple Park).

Liabilities

- Residential streets inadequately served by street lights.
- Broken/missing sidewalks and curbs are a hazard.
- Certain commercial uses perceived as a public safety problem.
- Vacant buildings are a potential hazard.
- Police patrols are perceived as sporadic.
- School student transfer site at NE corner of 46th Street and Keystone Avenue (for Metro) is a security problem for surrounding businesses, as well as a dangerous location for students.
- Vandalism and theft is an expressed problem by area merchants.

Needed Improvements

- Move location of school transfer site to safer, more efficient location.
- More regular and visible police patrols.
- Active use of police security assessment service to businessmen to help alleviate vandalism and theft.
- More active police presence in Keystone Corridor.
- Business crime watch program needs to be implemented.
- More business-to-business cooperation regarding security enhancement.

6. Appearance (Landscaping, Signs, Facades)

Assets

- Fall Creek and the green open vista which subdivides the corridor.
- The well-landscaped and maintained art-deco Indianapolis Water Company pumping station.
- Potential to use the topographic changes between 46th Street and Fall Creek for landscaping and street treatment.
- Recent rezoning and variance cases have focused on compliance with landscaping and buffering prior to approval. Those which have been implemented have had a positive impact on the corridor.
- Frontage property available for landscaping and buffering of storefront parking areas.
- Despite the larger than expected number of vacant units and storefronts, the area does not present a "plywood" appearance, which lessens the impact of these vacancies.
- Intrusions into the commercial area north of Fall Creek are few. The area's structures are largely commercially-designed and so used.

Liabilities

- Signs
 - A. Abandoned signs and sign apparatus are numerous and clutter the area.
 - B. "Sign clutter" (too many signs) often ill-placed and oversized.
 - C. Lack of standardization and unification.
- Overhead wires detract from the corridor streetscape.
- Sidewalks/Public ways are devoid of pedestrian amenities such as:
 - A. Street furniture,
 - B. Landscaping,
 - C. Screening from parking lots.
- Lack of coordination; inappropriate facade improvements along the corridor.
- Vacant and deteriorating structures.
- Poor physical up-keep of business sites (parking lots, service areas).
- Street medians not maintained or landscaped; becoming a collection area for trash.
- Maintenance of curbs and sidewalks regarding weed growth.
- No trash containers along Keystone account for a portion of the excessive trash along street.

Needed Improvements

- Standards dealing with the number, type and size of signs along the corridor.
- Removal of all abandoned signs.
- Standardization of street sign locations/integration with traffic or street light poles.
- Removal of overhead electrical wires and burial where feasible.
- Landscaping according to a set of standards to help buffer uses, as well as aesthetically improve the streetscape.
- Creation of more pedestrian amenities, to include:
 - A. Widen sidewalks/construct sidewalks,
 - B. Intersection improvements,
 - C. Urban landscaping,
 - D. Parking lot screening.
- A concentrated facade/exterior rehabilitation program for businesses, and a continuing effort at residential paint-up/fix-up.
- Landscaping of street medians and rights-of-way.
- Removal or repair of vacant structures (see "1. Commercial").
- Landscaping improvements:
 - A. Frontage, landscaping and screening, specifically parking lots,
 - B. Transitional yards,

- C. Median landscaping,
- D. Landscaping along Willow Brook Complex,
- E. Street trees where feasible.
- Trash containers provided and maintained along Keystone Avenue.
- Weed spraying/removal along public sidewalks and rights-of-way.

7. Public Facilities

Assets

- Indianapolis Water Company's Fall Creek Pumping Station.
- Parkview Manor Nursing Home.
- North Side Family Child Development Day Care Center.
- Broad Ripple Church of the Nazarene.
- Washington Township Small Claims Court.
- Indiana License Branch (Keystone Plaza).
- Jehovah's Witness Kingdom Hall (2764 East 55th Place).
- Indiana Bell Telephone Company.
- U.S. Post Office (Bacon Station, 2727 East 55th Street).
- Open space areas along Fall Creek (zoned PK1 and PK2).

Liabilities

- Although well maintained, the Indianapolis Water Company's facilities lack adequate landscaping.
- The Parkview Manor Nursing Home is inappropriately located in a heavily commercial area on a poorly arranged site.
- Jehovah's Witness Kingdom Hall is located in an industrial/warehouse area.
- The open space areas along Fall Creek, specifically west of Keystone Avenue, are poorly maintained and underutilized.
- Fire service is thinly-spread throughout the area (see "Fire/Rescue Service").

Needed Improvements

- Install landscaping (trees, shrubs) along the Fall Creek Parkway and Keystone Avenue edges of the Indianapolis Water Company property to enhance this important focal point of the corridor.
- Better maintenance of the open space areas along Fall Creek by both private property owner and City Parks Department.
- Relocate (long-term) inappropriately-located public facilities to:
 - a. lessen land use conflicts,

- b. enhance their service to the community through a more functional location.
- Additional fire service in the area appears needed.

8. Zoning

In planning for the Keystone Avenue Corridor, not only must physical and land use issues be analyzed, but those forces which may influence development must also be considered. Zoning is a critical aspect of Keystone Avenue revitalization, as the proper zoning of an area, when correlated with a coherent land use plan and set of design standards, can properly direct growth. This enhances the potential for developments which not only blend with surrounding uses, but follow also a strategy of coherent growth sympathetic to developer and neighborhood alike.

The following section of the plan details existing zoning in the corridor, focusing on those areas where current classifications conflict with current use. The proposed land use plan targets those areas where a zoning change would not only assist plan implementation, but would aid in the proper development of the corridor. This zoning plan, then, presents a set of recommendations which feature zoning properly fitted to proposed land use. Proper zoning would facilitate proper land use, while discouraging those uses not in keeping with the plan. Present zoning/land use inequities would also be eliminated. It must be noted that the recommendations of the zoning plan will be pursued only where an appropriate use exists that fits the overall plan. Rezoning will not be done in a "blanket fashion." Recommended rezonings listed at the end of this section are the only ones which should be pursued initially. The listed properties exhibit current inadequacies which need to be addressed. Future developments in the corridor should use the zoning plan as a basis for any zoning decisions.

Existing Zoning

Currently, there are 17 different zoning classifications within the corridor. They are:

1. Dwelling Districts:
D4, D5, D7, D10;
2. Commercial Districts:
C1 - (Office-Buffer District), C2 - (High Intensity Office-Apartment District), C3 - (Neighborhood Commercial District), C4 - (Community-Regional District), C5 - (General Commercial District), C7 - (High Intensity Commercial District), CS - (Special Commercial District);
3. Industrial Districts:
I1U - (Restricted Industrial Urban District), I2U -

(Light Industrial Urban District), ILS - (Restricted Industrial Suburban District);

4. Special Use District:
SU9 - ("Municipal" - City, County, State or Federal use);
5. Park District:
PK1 - (Park District One), PK2 - (Park District Two).

(See Map 13, and Appendix C for specific details on the above.)

In general, the higher-level commercial districts (C3, C4, C5, C7) flank Keystone Avenue. The C1 and C2 districts are reserved to areas east of Keystone Avenue (The Willowbrook and Vantage Point complexes). Lower density residential districts exist both east and west of Keystone Avenue, yet at several locations they also front on Keystone Avenue itself (specifically some areas of D4 and D5 zoning). High density residential districts occur east of Keystone Avenue and south of Fall Creek, as well as south of 52nd Street west of Keystone Avenue. Park districts bisect the corridor along Fall Creek. Industrial uses are found in two triangular areas:

1. An area bounded by N & S Railroad on the west and north, Fall Creek Parkway on the south, and just west of Keystone Avenue on the east; and
2. An area bounded by Tacoma Avenue on the west, 56th Street on the north and the N & S Railroad on the east and south. Area B contains the only usage of the seldom-used "CS" zoning.

Problems

Zoning

There are four categories in which current zoning and current use conflict. The broad categories are:

- Category 1: Long-term commercial development on residentially zoned land.
- Category 2: Public/semi-public uses on land zoned residential,
- Category 3: Commercial uses on industrially zoned land, and
- Category 4: "Residual Uses" (residential, industrial or commercial uses on land currently zoned for another more appropriate development).

Each of these categories have contributed to chaotic development along the corridor. Existing compatible commercial developments are hampered by incorrect residential zoning or hindered by improper surrounding uses caused by too liberal a zoning. The four categories are briefly detailed in the following section, citing examples of specific problems.

Category 1

Perhaps the most serious problem facing the Keystone Avenue Corridor is the problem of commercial development existing on residentially zoned land. This situation causes a great many problems in that variances must be obtained for practically any alteration the facility wishes to pursue. There are more than a dozen cases where major commercial development exists on D4 or D5 zoning. Three examples each deal with major automobile dealerships which have part or all of their operations on residentially zoned land. Dellen Oldsmobile and Lockhart Cadillac are both in the 5500 block of Keystone Avenue and are in D4 zoning districts, while Palmer Dodge at 38th Street and Keystone Avenue is partially zoned D5. In these and other similar cases, unnecessary obstacles to business growth and upgrading exist due to zoning.

Category 2

Similar to Category One, some uses which would be best served by a "special use" zoning designation continue to exist in residential districts. Although there are few conflicts of this type, the uses are long-term and should be properly zoned. Examples of this conflict occur on East 46th Street, where Parkview Manor Nursing Home is zoned D5 and on 54th Street, where the Broad Ripple Church of the Nazarene is currently zoned D7.

Category 3

This category presents some particularly difficult problems in zoning designation versus mix of uses. Although some commercial uses are allowed in industrial districts (warehousing and construction offices for example) there are commercial uses currently in these districts which either: A. existed prior to current zoning and are therefore "grandfathered" as legal nonconforming uses or, B. have been allowed to locate there by the use variance procedure. Numerous examples of both conflicts exist in the two industrially-zoned areas of the corridor. Due to these two types of conflicts, cohesive and orderly development and growth of these areas is hindered.

Category 4

Closely related to Category Three is the problem of "residual uses" - those structures or uses that existed prior to a current, more appropriate classification, yet continue to operate. Most all of these uses are identified as legal nonconforming ones. These uses include residential uses on industrially or commercially zoned land, industrial uses on commercially zoned land, and commercial uses on industrially zoned land. Although legally allowed to operate/exist, these uses must obtain a variance for any improvements desired. This

presents the potential for a series of variances for one use, creating difficulty in enforcement. These uses also hinder unified or cohesive development. Finally, if the current use ceases, the structure can be converted to the use required by zoning classification, however, the structures in question are often not properly designed to serve this use.

Variances

Another major concern in the Keystone Corridor relates to the zoning variances granted for uses.

Variances, when used judiciously, can help a commercial or residential property if development is somehow hindered by setback, yard or use requirements. Variances rather than rezonings are often, however, given out too frequently to keep "a measure of control" over the property by placing restrictions on use, owner, etc. Once such a precedent is set, however, the area can become pockmarked by a large number of uses which exist via a variance and negates the purpose of zoning to a large degree. This practice can alter an area from a desirable to undesirable land use, even though the zoning itself has not changed (see Map 14).

KEYSTONE AVENUE CORRIDOR STUDY

MAP 13 EXISTING ZONING DISTRICTS



RESIDENTIAL

D4 D5 D7 D10

COMMERCIAL

- C1 Office - Buffer District
- C2 High Intensity Office-Apartment District
- C3 Neighborhood Commercial District
- C4 Community-Regional District
- C5 General Commercial District
- C7 High Intensity Commercial District
- C8 Special Commercial District

SPECIAL USE

- SUB "Municipal" (City, County or State Government)

INDUSTRIAL

- I1U Restricted Industrial Urban District
- I2U Light Industrial Urban District
- IIS Restricted Industrial Suburban District

PARK

- PK1 Park District One
- PK2 Park District Two

July, 1986

Department of Metropolitan Development
Division of Planning
Indianapolis-Marion County, Indiana

The preparation of this map
was financed in part by a
Community Development Block Grant



KEYSTONE AVENUE CORRIDOR STUDY

MAP 14

REZONINGS/VARIANCES 1970-1985



REZONINGS
VARIANCES

The preparation of this map was financed in part by a Community Development Block Grant



July, 1986
Department of Metropolitan Development
Division of Planning
Indianapolis-Marian County, Indiana

Section Four

A. GOALS AND OBJECTIVES

Introduction

The detailed list of "assets/liabilities/needed improvements" presented in the last section serve as the guide for proposing specific goals and objectives for the future growth and development of the Keystone corridor. Needed improvements noted for various aspects of the corridor have been incorporated into both corridor objectives and recommended projects as noted in "Part Two--Corridor Plan Concept and Recommendations."

1. COMMERCIAL

Goals

Goal A

To increase the economic vitality of commercial areas by working with both public and private sectors to provide adequate incentives and guides for the improvement of commercial establishments, both by new construction and renovation.

Goal B

To develop an improvement plan which specifically addresses the physical image of the corridor. Programs would be developed to accomplish the following objectives.

Objectives

- Rehabilitate existing, sound structures.
- Redevelop streetscape (removal of overhead wires, improvement of both landscaping and signage) and pedestrian elements to enhance commercial viability .
- Encourage/pursue new commercial tenants to fill vacant commercial space.
- Provide proper pedestrian accessibility and safety along the corridor via curb and sidewalk improvements.
- Strongly oppose the continued operation and location of adult entertainment/bookstore operations in the area.
- Provide proper zoning districts which promote commercial development, yet address the long-term land use goals of the corridor.
- Work with the police department to provide enhanced security in public areas, encouraging commercial uses to evaluate their establishments and assist with private security, if found necessary.
- Develop a joint public/private maintenance program to

improve the physical aspects of properties, (better maintenance of public areas by the City, joint private maintenance of business properties by business association and individual property owners).

- Provide and encourage commercial establishments which would attract a quality "after hours" trade to allow for more evening business in the corridor, (e.g. specialty restaurants).
- Strongly encourage private property maintenance by private property owner.
- Removal of non-commercial structures which intrude into commercial areas.
- Develop a market strategy through the merchants association which stresses an improved perception of the corridor and actively markets the viability of its businesses.

2. RESIDENTIAL

Goal

To maintain and enhance the housing stock in surrounding neighborhoods, preventing further deterioration through conservation and rehabilitation activities.

Objectives

- Refine the zoning districts surrounding the corridor to assist in the proper definition of residential uses from commercial and industrial uses.
- Strongly oppose any residential sub-division of houses for apartments, or their conversion for commercial use.
- Enforce and promote active code enforcement throughout the area.
- Encourage full participation in Community Development Block Grant activities by area residents south of 52nd Street, making better use of such programs as paint-up/fix-up.
- Reinforce residents' sense of pride in the neighborhood near the corridor.

3. INDUSTRIAL

Goal

To enhance the quality of acceptable light industrial uses which would not conflict with residential or commercial uses in Malott Park and the area bounded by the N & S Railroad, 46th Street, Keystone Avenue and 44th Street.

Objectives

- Enhance the image of Malott Park as a heavy commercial/light industrial area, working to remove incompatible land uses in the long-term.
- Develop industrial buffering and landscaping to provide transition between land uses and an overall enhancement of the area.
- Removal of industrial uses from areas that are in conflict with commercial development along Keystone Avenue, encouraging such uses to relocate in the recommended light industrial segments of the corridor.
- Develop the south side of East 56th Street, east of Keystone Avenue as a transitional light industrial/heavy commercial buffer strip between Malott Park and developing residential use to the north.

4. TRANSPORTATION

Goal

Provide a coherent vehicular and pedestrian transportation system which properly services businesses along Keystone Avenue and the corridor area as a whole.

Objectives

- Strongly support and actively lobby for the proposed widening of Keystone Avenue south of Fall Creek, working with other groups and City agencies to develop the best option for improvement of the inadequate and dangerous current conditions on this segment of Keystone Avenue.
- More adequately maintain streets and curbs throughout the corridor.
- Work with the Department of Transportation on an improvement strategy for Keystone Avenue as the City takes control of the thoroughfare.
- Unify, better identify, and redesign parking areas to more adequately serve commercial uses.
- Eliminate unnecessary access points (curb cuts) on Keystone Avenue, allowing for freer traffic flow, parking lot integration, and pedestrian/vehicular movement.
- Provide sidewalks along all of Keystone Avenue to better serve pedestrians and more adequately separate street and business activity.
- Provide bus shelters along the corridor to better serve the numerous patrons of the bus system, as well as eliminating business/bus patron conflicts.
- Extension of Metro Service to include the portion of Keystone Avenue between 38th Street and Fall Creek Parkway.
- Provide traffic light synchronization for Keystone Avenue,

specifically in conjunction with any proposed improvement projects to allow better traffic flow for commuters and shoppers.

- Improve median design to enhance left-turn movement on Keystone Avenue in proper locations.

5. PUBLIC SAFETY

Goal

To develop and maintain a physically and perceptually safe, secure environment in the corridor which will work to foster the revitalization of its commercial and surrounding residential aspects.

Objectives

- Develop a business Crime Watch program along the corridor.
- Secure or remove vacant structures; more actively involve the City's Unsafe Building Program in this effort.
- Encourage property owners and businessmen to take advantage of the security analysis program offered by the police department.
- Provide police visibility/patrols in the corridor, specifically in areas where crime is evident or perceived as such.
- Develop regular meetings between the corridor businessmen and IPD to collectively work on areas of concern regarding crime and public safety.
- Move the locations of the school transfer site on the northeast corner of 46th Street and Keystone Avenue to a safer, more efficient location.
- Eliminate specific commercial uses in the corridor which may encourage a public safety problem.
- Develop business-to-business cooperation regarding security enhancement.
- Promote the perception that Keystone Avenue is a safe area to frequent.

6. APPEARANCE

Goals

Goal A

To enhance the image of the corridor as a viable commercial thoroughfare, one which stresses aesthetic improvements and thoughtful urban design in both renovation and new construction.

Goal B

To increase the level of corridor business involvement in enhancing the physical aspects of their property.

Objectives

- Develop stronger business pride in the corridor.
- Renovate older storefronts/buildings with proper attention to design that better fits the surrounding commercial area and enhances the overall corridor image.
- Ensure proper clean-up/maintenance of State and City-owned property along Fall Creek and Fall Creek Parkway.
- Long-term relocation or burial of overhead wires along Keystone Avenue.
- Develop a signage policy which addresses the following concerns:
 - a. Removal of abandoned signs,
 - b. Limitation of size and type of signs,
 - c. Reasonable standards for sign location,
 - d. Limitation of number of signs.
- Develop and implement an urban design scheme which addresses both building and streetscape, to include:
 - a. Sidewalk/intersection design,
 - b. Street improvements,
 - c. Landscaping,
 - d. Site redesign,
 - e. Parking redesign.
- Redevelop vacant land into beneficial uses for the corridor, i.e., those which address and agree with the corridor development scheme.
- Develop landscaping for:
 - 1. Water Company property
 - 2. Fall Creek and Fall Creek Parkway.
- Removal or redevelopment of vacant/derelict structures along and adjacent to Keystone Avenue.

7. PUBLIC FACILITIES

Goal

To enhance public facilities by integrating their improvements into the overall corridor plan, working with the facilities on elements of design/usage.

Objectives

- Work with public facilities to enhance their sites with landscaping designs addressed in this study.
- Design and implement a landscape plan for the Indianapolis Water Company property to:
 - a. enhance their fine architecture,

- b. enhance the very important "focal point" intersection of Fall Creek Parkway/Keystone Avenue.
- Provide proper (and continual) maintenance by property owner and City Department of Parks and Recreation of the land flanking Fall Creek.
- Relocate (long-term) these public facilities which are located in inappropriate areas of the corridor. Care should be taken to ensure relocation to nearby neighborhood areas.
- Work with Fire Department to study current fire service in the area and the need for additional service.

8. ZONING

Goals

Goal A

To provide a coherent development of the area which stresses proper zoning classifications to assist commercial growth, yet protects and maintains current investment in the corridor.

Goal B

Revamp zoning corridor-wide, addressing the current and anticipated use and development of the land.

Objectives

- Develop a zoning plan which works to properly zone existing, appropriate development and discourage incompatible uses or improperly zoned areas where variances are necessary.
- Implement zoning codes which provide proper definition/separation of residential and commercial uses. Such zoning would encourage proper redevelopment while discouraging inappropriate uses.

Section One

A. INTRODUCTION - OVERALL CORRIDOR RECOMMENDATIONS

Section One of Part Two details a list of fifteen corridor-wide recommendations which provide a general scheme for corridor improvement. These recommendations are based upon the existing conditions found in the corridor and the needed improvements and stated goals and objectives outlined in the previous section on Goals and Objectives. The section presents the basic framework used in developing the urban design scheme for the corridor--both the physical and programmatic improvements needed.

1. OVERALL CORRIDOR RECOMMENDATIONS

The design proposals illustrated in the Keystone Avenue Corridor Study look at not only the short-term physical needs of the area, but address the long-term improvements that businessmen and the City should strive to attain. The design proposals not only address the present problems of Keystone Avenue, but guide the long-term development of the corridor in a way beneficial to merchants, residents, commuters and the City. Problems identified earlier in this report are addressed through potential physical improvements.

The general scheme for the Keystone Avenue Corridor recommends the following:

1. Removal of vacant/deteriorating buildings for redevelopment.
2. Removal/relocation of non-conforming uses or structures.
3. Discourage commercial encroachment into surrounding residential areas to the east and west by providing a land use division, proper zoning and physical buffering between the uses.
4. Limit access points onto Keystone Avenue to allow more efficient traffic flow and fewer vehicular conflicts. Duplicative or underutilized curb cuts should be eliminated in order to provide a more coherent streetscape and pedestrian travel. Fewer curb cuts would also better channel traffic into controlled business access points, enhancing traffic flow. Some street access would be removed where feasible (Allisonville Road).
5. Construct sidewalks and curbs along all of Keystone Avenue where missing. High pedestrian traffic, unused and overgrown right-of-way, and lack of defined street edge create a great need for this improvement. Sidewalks of a uniform width along the corridor would increase pedestrian safety and mobility as well as aesthetically improve the corridor.
6. Develop landscaping schemes for Keystone Avenue, fronting businesses and parking lots. Proper landscaping, even with the space limitations of some portions of the corridor, would aesthetically improve the corridor and increase property values.
7. Develop a more coordinated and coherent off-street parking system for both existing and proposed uses along the corridor. Parking needs should be worked into each new development with careful attention to surrounding parking situations. Unification and lot redesign can increase parking and its functioning on existing sites.

8. Construction of new commercial structures and apartments. New commercial structures, property placed and designed, would create space for new tenants to Keystone Avenue, or serve the expansion needs of existing businesses. Apartments would provide not only a buffer between heavy commercial and surrounding residential uses, but provide a needed increase in a local population which would utilize the services of the corridor.
9. Develop design standards for the renovation of existing buildings and the construction of new structures. These standards would address issues of facade renovation, height, materials, transitional yards and setback.
10. Develop a comprehensive series of standards for signage, (both commercial identification and advertising). Standards would attempt to unify heights, placements and size of signs, as well as their type and number.
11. Begin to address the long-term and difficult task of the burial or relocation of electrical service along Keystone Avenue. Provide both a long-term timetable for possible service burial and design alternatives to lessen the visual impact of overhead wires and poles along the corridor.
12. Clearly redefine the zoning districts of the corridor to assist in the definition and separation of uses along Keystone Avenue. Rezoning of areas over time would encourage the proper development of the corridor following the plan, assist existing appropriate businesses to develop or expand in the corridor, and discourage inappropriate intensive uses.
13. Increase police visibility and interaction with Keystone Avenue businessmen and surrounding neighborhoods.
14. Propose alternative redevelopment schemes for the Keystone Avenue Corridor between 38th Street and Fall Creek in conjunction with the proposed Keystone-Rural widening project.
15. Strongly support the Keystone Avenue widening project as a way to improve access and traffic flow into and through the corridor, correct serious intersection flaws, and provide for new commercial development along an area of Keystone Avenue currently showing signs of deterioration and disinvestment.
16. Follow up the corridor study with the development of an overlay zoning ordinance for the Keystone Avenue Corridor which specifically administers and regulates signage and landscaping provisions. The design standards developed in this report would be used as a basis for this special "corridor zone" (See #9-10).

2. Recommended Action Need Assessment/Staff Comments

This need assessment was completed in March of 1986 and records conditions found to that period. The comments were presented to the Keystone Avenue Study Taskforce on June 5, 1986. Since that date, several properties have made the improvements noted here. The list is presented to guide improvements needed to implement the recommendations of the study.

1. 3741 North Keystone Avenue
 1. Reconvert to residential.
2. 2401 East 38th Street
 1. Short range - control access off of both 38th and Keystone.
 2. Landscape strip along 38th with hedge.
 3. Long term - relocate back to the southeast to allow for widening.
3. 3742 North Keystone Avenue
 1. Re-convert to residential unit or remove.
4. 3744 North Keystone Avenue
 1. Remove for a larger more integrated commercial/office development, or remodel short-term for single-family residential.
5. 3750 North Keystone Avenue
 1. Remove roof sign; repaint structure.
 2. Need curb to control access.
 3. Remove building for widening of Keystone/38th intersection.
6. 2379 East 38th Street
 1. Need access control/sidewalk re-established along 38th Street.
 2. Establish landscape island.
 3. Set back pole sign.
 4. Pave gravel area.
 5. Remove vending machine.
 6. Long term - re-locate to "Food-strip" on northeast corner of this intersection or set it back farther on this site.
7. 2321 East 38th Street.
 1. Remove phone booth.
 2. Remove wall sign.
 3. Enclose vending machines (4).
 4. Prohibit front yard parking.
 5. Define entrance.
 6. Landscape front yard.

Keystone Corridor
Needs Assessment/Staff Comments

7. Re-establish sidewalk and curb.
8. 2402 East 38th Street
 1. Re-design exit onto Keystone.
 2. Integrate with new fast food enterprises to the north.
9. 3821 North Keystone Avenue
 1. Needs total clean-up.
 2. Signs re-designed.
 3. Needs parking scheme.
 4. Buffer storage.
 5. Spill-over into alley must stop.
 6. Long term - not good use for Keystone frontage.
 7. Close access.
10. 3833 North Keystone Avenue
 1. Barns for sale should be behind front building line.
 2. Don't need wall sign.
 3. Convert pole sign to ground sign.
 4. Long term - integrate into "food-strip center".
 5. Need landscape strip along front to screen parking.
11. 3835 North Keystone Avenue
 1. Short term - office use with rear yard parking.
 2. Should eventually be removed in, merged with property to the north.
12. 3839 North Keystone Avenue
 1. Integrate with property to the south.
13. 3845 North Keystone Avenue
 1. Remove phone booth.
 2. Need brick fence to enclose vending machines.
 3. Screen dumpster.
 4. Remove temporary or unrelated signs.
14. 2415 East 39th Street
 1. Enclose outside storage.
 2. Parking needs to be removed from front yard, as they back out onto 39th Street.
15. 2422-2428 East 38th Street
 1. Need buffer fence.
 2. Dumpster is out on Tacoma, needs to be relocated and screened.
 3. Selling parked cars on front sidewalk.
 4. Junk cars located northeast of building.
 5. Replace pole sign with wall sign.
16. 2416 East 38th Street
 1. Open outdoor storage, empty boxes.

Keystone Corridor
Needs Assessment/Staff Comments

17. 3820 North Keystone
 1. Re-design show room.
 2. Need curb and walk in front of building.
 3. Need buffer along north side of the fence, south side of 40th Street.
 4. Remove billboard.
 5. Control front access.
 6. Long term, remove White Castle.
 7. Control access to Body Shop and screen in front of chain link.
18. 2320 East 38th Street
 1. Needs controlled access.
 2. New walks on 38th Street.
 3. Should landscape front.
 4. Could redo signage.
19. 2330 East 38th Street
 1. Parking haphazard.
 2. Remove unattractive chain link fence.
 3. No dumpster unity.
 4. Need for bus bench, news racks?
 5. Could landscape corner and south side of building, short term.
 6. Long term - relocate just north of Popeye's into "food strip" to allow for expansion of Palmer-Forte Showroom.
20. 3835 Hillside Avenue
 1. Residential unit used for storage, should be removed.
 2. Remove access drives.
21. 2301 East 39th Street, 3865 Hillside Avenue
 1. Same as #20.
22. 3820 North Keystone Avenue
 1. Could provide 3' wide front landscape strip along Keystone.
 2. Reduce the number of pole signs.
 3. Limit perpendicular parking on north side of lot.
 4. Remove all pennants and flags.
 5. Need buffering along Hillside and 39th Street.
 6. Develop overall sign program.
 7. Goodyear signs are unrelated and should be removed.
23. 3901 North Keystone Avenue
 1. Remove building.
 2. Remove signs and light poles.
 3. Buffer from homes to the east.
 4. Reduce curb cuts, allow none on Keystone.

Keystone Corridor
Needs Assessment/Staff Comments

24. 3913 North Keystone Avenue
 1. Resurface rear lot.
 2. Remove abandoned sign.
25. 3923 North Keystone Avenue
 1. Could landscape front yard.
 2. Resurface rear lot.
26. 3925 North Keystone Avenue
 1. Substandard, should be removed.
 2. Minimum, clean rear yard.
27. 3929 North Keystone Avenue
 1. Vacant Building.
 2. Should be removed.
 3. Immediate garage removal.
28. 3939 North Keystone Avenue
 1. Need to remove pole sign pole.
 2. Landscape between sidewalk and front of building.
 3. Need to control access on north side.
 4. Is church properly zoned?
29. 3902 North Keystone Avenue
 1. Building is inappropriate for use.
 2. Disorganized parking.
 3. Should pave parking.
 4. Remove ground-or pole sign; replace with wall sign.
 5. Need to landscape front and side yard.
 6. Long term should be relocated (structure).
30. 3906 North Keystone Avenue
 1. Close curb cut onto Keystone.
 2. Long term removal of structure.
31. 3910 North Keystone Avenue
 1. Well maintained.
 2. Need to close curb cut onto Keystone.
 3. Look at long term removal of structure.
32. 3914 North Keystone Avenue
 1. Possible removal of structure.
 2. Close access to Keystone.
 3. Need removal of tree in front yard.
33. 3918 North Keystone Avenue
 1. Remove abandoned pole sign.
 2. Not sure if presently used.
 3. Is it properly zoned?
34. 3922 North Keystone Avenue

Keystone Corridor
Needs Assessment/Staff Comments

1. Double billboard - Naegele.
 2. Area for additional Bane parking.
 3. Access dangerous.
 4. Small amount of debris on south side of lot.
35. 3940 North Keystone Avenue
1. Need to improve 40th Street.
 2. Consider landscaping in front of decorative fence at corner.
 3. Consider replacement of chain fence (inappropriate) at a minimum paint compatible color and move west.
 4. Control access on north side.
 5. Remove billboard.
 6. Clean up rear alley for access off 40th.
36. 4001 North Keystone Avenue
1. See if sign permit issued; is it setback properly?
 2. Is use new?
 3. Off-street parking? Cannot back into 40th.
 4. Storage of barrels legal?
37. 4007 North Keystone Avenue
1. Long term, should not be used residentially.
38. 4011 North Keystone Avenue
1. Long term, should be removed.
39. 4015 North Keystone Avenue
1. Should pave parking.
 2. Should screen with shrubbery or fence the residences to the east.
 3. Remove ground sign apparatus.
 4. Did they move here? Sign gives different address.
 5. Remove direct access to Keystone.
40. 4019 North Keystone Avenue
1. Remove access onto Keystone.
 2. Screen parking from homes to the east.
 3. Integrate parking with other businesses.
 4. Is sign setback properly?
 5. Long term, removal should be considered.
41. 4025 North Keystone Avenue
1. Must remove front yard parking.
 2. Sign leaning toward sidewalk.
 3. Screen dumpster.
 4. Integrate parking with lots to the north and south.
42. 4043 North Keystone Avenue
1. Needs transitional yards, with hedge along street right-of-way lines.

Keystone Corridor
Needs Assessment/Staff Comments

2. Dumpster should be screened.
 3. Too many access points.
 4. Remove abandoned sign.
 5. Enclose vending machines.
 6. Develop landscape areas, soften excessive concrete.
43. 4085-87 Millersville Road
1. Restrict unlimited access to Millersville.
 2. Need landscape and curbing on North side of building.
 3. Need sidewalk and/or curb.
44. 4091 Millersville Road
1. Need sidewalk and/or curb to define access.
 2. Need front yard transitional yard.
45. 4091 Millersville Road
1. Need sidewalk to define access.
 2. Need front yard landscape strip.
46. 4006-12 North Keystone Avenue
1. Integrate signage; install ground sign.
 2. Move off-street parking to the west to not exceed front building line.
 3. Resurface exit onto 40th Street.
 4. Develop vacant lot for off-street parking.
 5. Repair buffer fence.
 6. Screen dumpster.
 7. Landscape front yard.
47. 4049 Millersville Road
1. Restrict access.
 2. Transitional yard needed.
 3. Is house boarded up on east part of this business?
48. 4051 Millersville Road
1. Remove front yard parking.
 2. Should be demolished.
 3. Restrict access.
 4. Transitional yards needed.
49. 4057 Millersville Road
1. Remove front yard parking and pave remaining parking area.
 2. Remove chain link fence in front yard.
 3. Restrict access.
 4. Transitional yard needed.
 5. Is it used residentially or for storage?
50. 4061 Millersville Road

Keystone Corridor
Needs Assessment/Staff Comments

1. Remove front yard parking.
 2. Pave parking.
51. 4016 North Keystone Avenue
1. Remove parking from front yard.
 2. Remove signs from walls.
 3. Improve screening.
 4. Junk bus and parts scattered in rear lot.
52. 4044 North Keystone Avenue
1. Transitional yard needs cleaning.
 2. Needs screening from rear storage lot.
 3. Remove barrels.
 4. Prohibit outside repair.
53. 4101 North Keystone Avenue
1. Remove phone booth.
 2. Pave parking lot and landscape with hedge.
 3. Reduce number of access points.
 4. Raise sidewalk on Millersville to define access.
54. 4020 Millersville Road
1. Define access.
 2. Remodel signs.
 3. Needs sidewalk and curb.
55. 4040 Millersville Road
1. Define access.
 2. Remodel signs.
 3. Needs sidewalk and curb.
56. 4121 North Keystone Avenue
1. Need to define access.
 2. Need front landscaping.
 3. Need to merge parking with businesses to the north.
 4. Remove wall advertisement on concrete wall.
57. 4125 North Keystone Avenue
1. Remove bollards or screen.
 2. Clean up debris in rear, screen, and remove truck trailers.
 3. Exposed chain link is inappropriate facing Tacoma.
 4. Weed lot, poorly maintained.
58. 4131 North Keystone Avenue
1. Need weeds cleared in rear yard.
 2. Redo signs.
 3. Screen pallets.
 4. Pave remaining gravel area.

Keystone Corridor
Needs Assessment/Staff Comments

5. Define front access.
 6. Redo landscaping around pole sign.
 7. Need front transitional yard.
 8. Need redesign of parking plan.
59. 4141 North Keystone Avenue
1. Need weeds cleared in rear yard.
 2. Pave remaining gravel area.
 3. Define front access.
 4. Need front transitional yard.
 5. Need redesign of parking plan.
 6. Remove south painted wall sign.
60. 4145 North Keystone Avenue
1. Need weeds cleared in rear yard.
 2. Pave remaining gravel area.
 3. Define front access.
 4. Need front transitional yard.
 5. Need redesign of parking plan.
61. 4149 North Keystone Avenue
1. Too many signs.
 2. Need to define front access.
 3. Need landscaping in front.
 4. Enclose vending machines.
 5. Possible relocation of vacuum to rear or screen.
62. 4171 North Keystone Avenue
1. Redo one pole sign, remove the other.
 2. Repair rear buffer fence.
 3. Clean vegetation on west side of Tacoma.
 4. Define front access.
 5. Need front landscaping.
 6. Clean up sign/light standards.
63. 4177 North Keystone Avenue
1. Determine extent of outdoor storage.
 2. Location of pole sign is dangerous, at present.
 3. Define front access.
 4. Need front yard with landscaping.
64. 4189 North Keystone Avenue
1. Screen dumpster.
 2. Update pole sign.
 3. Replace "in" and "out" damaged signs.
 4. Landscape front.
 5. Repair buffer fence where needed.

Keystone Corridor
Needs Assessment/Staff Comments

65. 4102 North Keystone Avenue
 1. Relocate dumpster to west and screen.
 2. Expand corner landscaping.
 3. Keep consistent signage for other user.
 4. Upgrade landscaping.
66. 4120 North Keystone Avenue
 1. Remove front perpendicular parking.
 2. Install public walk.
 3. Extend landscaping to new sidewalk.
67. 4120 North Keystone Avenue
 1. Same as #66.
68. 4130 North Keystone Avenue
 1. Extend curb and sidewalk.
 2. Install front landscaping.
 3. Erect permanent sign.
69. 4150 North Keystone Avenue
 1. Determine use of former auto service area and yard sales area to the north.
 2. Install front sidewalk.
 3. Screen exposed utility area in front.
 4. Develop landscape strip.
70. Fall Creek Property
71. 4401 Allisonville Road
 1. Demolish.
 2. Remove exterior lights.
 3. Close access to S.R. #37.
 4. Define small traffic island to the east.
72. 4435 North Allisonville Road
 1. For lease, site should be cleaned and maintained.
73. 4449 Allisonville Road
 1. Poor visibility.
 2. Examine total signage scheme.
 3. Relocate and screen dumpster.
74. 4449 Allisonville Road
 1. Integrate signs with Lindners.
75. 4461 Allisonville Road
 1. Merge signs with Lindners.
 2. Remove pole sign.
 3. Improve landscaping to the west.

**Keystone Corridor
Needs Assessment/Staff Comments**

76. 4451 North Allisonville Road
 1. Should be relocated.
 2. Remove vacant sign pole sign.
77. 4457 North Allisonville Road
 1. Outside barrels and auto parts exposed.
 2. Dumpster needs to be screened.
 3. Close two of the four curb cuts.
78. 4475 North Allisonville Road
 1. Determine all uses with office part.
79. 2828 East 45th Street
 1. Screen construction trailer or remove.
 2. Screen dumpster.
 3. Off-site sign permitted?
 4. Pave alternate access drive.
80. 2618 East 45th Street
 1. Remove garage.
 2. Question appropriateness of structure at this location.
 3. Permitted use?
 4. Outdoor storage.
 5. Truck trailer stored on lot.
81. 4555 North Allisonville Road
 1. Need for three ground signs?
82. 4599 Allisonville Road
 1. Landscape along Allisonville Road and 46th Street.
 2. Control curb cuts.
 3. Remove or repair pole sign, remove roof sign.
 4. Outside sale of tires.
83. 2811 East 46th Street
 1. Need better landscaping.
 2. Stripe parking lot.
 3. Long term, replace with commercial office building.
 4. Close unused curb cut.
84. 2901 East 46th Street
 1. Better landscaping in transitional yards.
 2. Is parking lot permitted? Needs paving.
 3. Replace long term with office building.
85. 2905 East 46th Street
 1. Need more landscaping to screen front parking.
 2. Remove temporary sign.

Keystone Corridor
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86. 2919 East 46th Street
 1. Landscaping needed.
 2. Remove temporary sign.
 3. Enclose vending machines.
 4. Screen dumpster.
87. 4359 North Keystone Avenue
 1. Implement landscaping plan committed to in variance petition.
88. 4361 North Keystone Avenue
89. 4401 North Keystone Avenue
 1. Need transitional yard, landscape front.
 2. Possible removal of some curb-cuts.
 3. Integrate parking with Town and Country.
 4. Screen rear.
90. 4435 North Keystone Avenue
 1. Transitional yard needed.
 2. Need landscape strip along Keystone.
 3. Redesign or removal of both entry signs and other signs.
 4. Renovate entire center.
 5. Re-do facade.
 6. Paint north wall.
 7. Merge and screen dumpster.
 8. Remove Bowling Alley building.
91. 4446 North Keystone Avenue
 1. Mow lot, weeds along Allisonville.
 2. Remove pole sign pole.
 3. Remove access.
 4. Long term, removal.
92. 4458 North Allisonville Road
 1. Upgrade east landscaping.
 2. Remove one sign.
 3. Repair fence to the north.
93. 2511 East 46th Street
 1. Long term, expand where bowling alley is located.
94. 4550 North Allisonville Road
 1. Remove parking in front yard or improve landscaping.
 2. Need to landscape along Allisonville.
 3. Possible pole sign removal and replace with ground sign.
95. 4550 North Allisonville Road

Keystone Corridor
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96. 4552 North Allisonville Road
 1. Improve landscaping along Allisonville Road.
97. 2611 East 46th Street
 1. Need better landscaping around site.
 2. Need new facade on front.
 3. Remove vending machines and concrete platforms for former light standards.
 4. Remove reader board.
98. 2750 North Keystone Avenue
99. 2943 East 46th Street
 1. Building needs repair.
 2. Was zoning variance granted?
 3. Pave off-street parking.
 4. Provide transitional yard.
 5. Junk and weeds are on south part of property.
100. 4215 Fall Creek Parkway/St. Rd. 37
101. 4230 Fall Creek Parkway/St. Rd. 37
102. 4250 Fall Creek Parkway/St. Rd. 37
103. 4360 Keystone Avenue
104. 4390 North Keystone Avenue
 1. Landscape along edge of new walk.
105. 4410 North Keystone Avenue
 1. Improve landscaping.
 2. Minor repair needed on building.
 3. Control access onto 44th Street.
 4. Screen dumpster.
 5. Pave west parking lot.
106. 4440 North Keystone Avenue
 1. Improve landscaping.
 2. Remove pole sign.
 3. Outdoor storage behind building in rear.
107. 4456 North Keystone Avenue
 1. Long term, removal of structure.
 2. Parking needs buffering.
 3. Variance granted?
108. 4460 North Keystone Avenue
 1. Poor visibility.
 2. No transitional yards.

Keystone Corridor
Needs Assessment/Staff Comments

3. No buffering.
 4. Variance for use and sign?
109. 4498 North Keystone Avenue
1. Rehab building is needed.
 2. No landscaping.
 3. Is outdoor storage legal?
 4. Two junk autos in front.
 5. Pole sign in need of repair.
 6. Parking lot in poor condition.
110. 4502 North Keystone Avenue
1. Improve landscaping.
 2. Sign permits? Too many signs.
 3. Parking poorly designed.
111. 4441-4453 North Keystone Avenue
1. Unsafe building.
 2. Dumping in rear.
 3. Poor access off Keystone.
 4. Sidewalks and landscaping needed along front.
 5. High weeds in yard to the north.
 6. Remove wooden fence.
112. 4501 North Keystone Avenue
1. Landscape and buffer along Keystone.
 2. Restripe parking.
 3. Weeds along south property line.
 4. Enclose vending machine.
 5. Widen sidewalk.
 6. Close middle access drive.
 7. Common signage with Imported Car Parts.
 8. Screen dumpster to the north.
113. 4545 North Keystone Avenue
1. Remove some signs and pennants.
 2. Unify site.
 3. Move cars back; install landscape strip.
114. 4508 North Keystone Avenue
1. Remove fence.
 2. Buffer parking lot.
 3. Relocate dumpster.
115. 4530 North Keystone Avenue
116. 2325-27 East 46th Street
117. 4550 North Keystone Avenue
1. Remove temporary signs.

Keystone Corridor
Needs Assessment/Staff Comments

2. Remove tire display.
 3. Abandoned autos stored on site.
118. 4601 North Keystone Avenue
1. Need more landscaping.
 2. Sidewalks are needed.
119. 4625 North Keystone Avenue
1. Repair sidewalk.
 2. Need additional landscaping.
120. 4602 North Keystone Avenue
1. Very poor access.
 2. Remove front parking.
 3. Set building back to the north.
 4. Long term, redesign as larger site.
121. 2421 Willowbrook Parkway
1. Relocate dumpster.
 2. Close access (one) to Keystone.
 3. Need public sidewalks.
 4. Need landscape to buffer parking areas.
122. 2506 Willowbrook Parkway
1. Landscape along parkway.
 2. Relocate and screen dumpster.
 3. Need street trees along Willowbrook Parkway in median.
 4. Remove grass, weeds from parking lot.
123. 4720 Kingsway Drive
1. Relocate dumpster to rear and screen.
 2. Needs public sidewalks along Keystone.
 3. Landscape around parking lots.
124. 4740 Kingsway Drive
1. Relocate dumpster and screen.
 2. Clear along R.R. right-of-way.
 3. Remove grass from parking lot.
125. 4755 Kingsway Drive
126. 4760 Kingsway Drive
127. 5025 North Keystone Avenue
1. Remove temporary signs and banners.
 2. Enclose vending machines.
 3. Consider bus stop.
 4. Clear R.R. right-of-way.
 5. Need public sidewalk.

Keystone Corridor
Needs Assessment/Staff Comments

6. Landscape between sidewalk and cars.
128. 5135 North Keystone Avenue
 1. Need sidewalk.
 2. Pole sign projecting into right-of-way.
 3. Need landscaping along sidewalk.
 4. Long term removal and reuse.
 129. 5145 North Keystone Avenue
 1. Remove all outdoor debris along R.R. right-of-way.
 2. Repair/replace public sidewalk.
 3. Question outdoor display of Suzuki's.
 4. Need landscaping strip along front of building and along front of parking lot to south.
 5. Remove banners.
 6. Need public walk.
 7. Redo signage.
 130. 5149 North Keystone Avenue
 1. Need public sidewalk.
 2. Prohibit front yard parking.
 3. Integrate parking and signage with Kawasaki.
 131. 5199 North Keystone Avenue
 1. Install public sidewalk and remove unused curb cuts.
 2. Place remainder of front yard in landscaping.
 3. Consider reducing outdoor lighting.
 4. Remove parking along 52nd Street.
 5. Discourage display of materials outside of building.
 6. Landscape in front of parking lot and building, west side and on north side of building.
 132. 2325-27 East 52nd Street
 1. Screen dumpster.
 2. Remove abandoned pole sign.
 3. Integrate signs of both businesses.
 4. Need landscaping on north side of building.
 5. Need buffer screen to the apartments to the west.
 6. Could use alternate exit to the south.
 133. 5150 North Keystone Avenue
 1. Remove temporary banner.
 2. Increase landscaping to north.
 3. Repair sidewalk along 52nd.
 134. 5142 North Keystone Avenue
 1. Consider converting pole sign into roof sign.
 2. Remove first two parking spaces off of Keystone to allow safer entry.
 3. Remove concrete steps in public sidewalk.

Keystone Corridor
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4. Repair drive/street to the north.
135. 5130 North Keystone Avenue
 1. Upgrade facade.
 2. Stripe parking area.
 3. Consolidate signage.
136. 5136 North Keystone Avenue
 1. Integrate signage.
 2. Stripe parking lot.
137. 5140 North Keystone Avenue
 1. Stripe parking lot.
 2. Screen dumpster.
138. 5143 North Brouse Avenue
 1. Consider future of Brouse.
 2. Parking should not back into street.
139. 5141 North Brouse Avenue
 1. Consider future of Brouse; should not back out onto Brouse Avenue.
140. 5146 North Brouse Avenue
 1. Need to have common sign theme with each unit.
 2. Clean parking lot.
 3. Screen dumpster.
 4. Provide buffer from apartments to the north.
 5. Need to define entrance and exit.
 6. Restripe and landscape parking lot.
141. 5142 North Brouse Avenue
 1. See #140.
 2. Need to make sign permanent.
142. 5140 North Keystone Avenue
 1. See #140.
143. 5102 North Keystone Avenue
 1. Install public sidewalk.
 2. Remove all banners.
 3. Implement new lighting program.
 4. Remove all signs but large pole sign.
 5. Install low-height landscaping strip in front of used car lot.
 6. Evaluate future of Brouse Avenue.
 7. Relocate and screen dumpster.
 8. Evaluate 51st Street west of Brouse.

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144. 5050 North Keystone Avenue
1. Screen dumpster.
 2. Consider closing entrance off Keystone.
 3. Reduce size of signage.
 4. Install public sidewalk.
 5. Install low level landscaping along Keystone to screen parking.
 6. Install landscaping on north side.
 7. Remove exterior tire display.
145. 5000 North Keystone Avenue
1. Paint over sign on north side of building.
 2. Is sign necessary on northwest corner of property?
 3. Remove all pennants.
 4. Install public sidewalk.
 5. Install low level shrubbery at the back of the sidewalk.
 6. Return to grass or sidewalk along 51st Street.
146. 4930 North Keystone Avenue
1. Remove projecting sign.
 2. Improve sidewalks.
 3. Landscaping and screen parking lot along front and from houses to the west.
 4. Pave parking lot.
 5. Enclose and screen dumpster.
 6. Prohibit exterior displays.
147. 2350 East 49th Street
1. Does this have use variance approval?
 2. Pave lot if use is legal?
 3. Remove temporary sign.
 4. Clean along R.R. right-of-way.
 5. Screen parking if it remains.
148. 49th Street and Erie Avenue
1. Needs to be screened or landscaped.
149. 4800 North Keystone Avenue
1. Buffer dumpster.
 2. Check zoning for use.
 3. Long-term, remove building.
 4. Consider screening to west.
150. 4728 North Keystone Avenue
1. Landscape front.
 2. Screen rear.
 3. Convert pole sign to wall sign or roof sign.
 4. Clean up debris in rear.

Keystone Corridor
Needs Assessment/Staff Comments

151. 4720 North Keystone Avenue
 1. Return asphalt to grass in front.
 2. Screen dumpster.
 3. Prohibit parking in front of building line.
 4. Remove semi-trailer in rear.
152. 4706 North Keystone Avenue
 1. Roof sign too large.
 2. Landscape front after sidewalks are installed.
 3. Discourage auto parking along Erie Street west of tracks.
153. 4640 North Keystone Avenue
 1. Landscape front including sign base.
 2. Integrate signage with Car X.
154. 4638 North Keystone Avenue
 1. Screen dumpster.
 2. Consider reducing access from 2 to 1.
 3. Screen parking lot.
155. 4624 North Keystone Avenue
 1. Landscape front yard.
 2. Install public sidewalk.
 3. Prohibit parking in front setback.
156. 2318 & 2320 East 46th Street
 1. Long term removal, reuse for office/commercial
157. 2324 East 46th Street
 1. Long term, relocation.
 2. Short term, screen parking, upgrade pole sign, reduce signage.
158. 2316 East 46th Street
 1. Remove debris.
 2. Clear lot.
 3. Remove abandoned sign.
159. 4606, 4608, 4610 North Keystone Avenue
 1. Remove all three primary structures and out buildings.
 2. Install public sidewalk.
160. 5201 North Keystone Avenue
 1. Remove canopy.
 2. Install thin landscape strip along 52nd Street and Keystone Avenue.
 3. Install sidewalk along 52nd Street.

Keystone Corridor
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4. Close most southern access off Keystone Avenue.
 5. Screen dumpster.
161. 5223 North Keystone Avenue
1. Close unused curb cut.
 2. Remove pennants.
 3. Reduce signage to just pole sign.
 4. Install thin landscape strip along Keystone.
 5. Redo front sidewalk.
162. 5251 North Keystone Avenue
1. Redo public sidewalk.
 2. Extend landscaping.
163. 5317 North Keystone Avenue
1. Install approved landscape strip along Keystone.
 2. Need similar wall signs.
 3. Reduce signage in windows.
164. 5325 North Keystone Avenue
1. Same as 163.
165. 5329 North Keystone Avenue
1. Same as 163.
166. 5333 North Keystone Avenue
1. Same as 163.
167. 5343 North Keystone Avenue
1. Landscape along Keystone Avenue.
 2. Close one curb-cut to Keystone Avenue.
 3. Screen dumpster.
 4. Street trees needed along Armour.
168. 5347 North Keystone Avenue
1. Prohibit parking along Armour.
 2. Remove temporary sign and billboard.
 3. Update facade.
 4. Integrate with stores to the north.
 5. Redo sidewalk.
169. 5349 North Keystone Avenue
1. Screen parking.
 2. Remove temporary sign and billboard.
 3. Update facade.
 4. Integrate with stores to the north.
 5. Redo sidewalk.
170. 5351 North Keystone Avenue
1. Integrate dumpsters.

Keystone Corridor
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2. Integrate signage.
 3. Integrate access.
 4. Need buffer along Keystone.
 5. Need sidewalk.
171. 5353 North Keystone Avenue
1. Same as 170.
172. 5351 North Keystone Avenue
1. Same as 170.
 2. Also remove unused drive-up window.
173. 5359 North Keystone Avenue
1. Same as 170.
174. 5367 North Keystone Avenue
1. Same as 170.
 2. Paint south side of building.
175. 5369 North Keystone Avenue
1. Provide street trees along 54th Street.
 2. Enclose vending.
 3. Remove phone booth.
 4. Screen dumpster.
 5. Redo parking layout on north side.
176. 5401 North Keystone Avenue
1. Move street trees back for public sidewalk.
177. 5505 North Keystone Avenue
1. Need landscape, sidewalk or curbing along 55th Street.
 2. Need sidewalk in front along Keystone Avenue.
 3. Prohibit access directly onto Keystone Avenue.
 4. Realign 55th Street.
178. 5505 North Keystone Avenue
1. Same as 177.
179. 5509 North Keystone Avenue
1. Need public sidewalk.
 2. Improve landscaping.
180. 5527 North Keystone Avenue
1. Need to screen dumpster.
 2. Landscaping needed.
 3. Consider integrating with KFC.
 4. Consider closing one curb cut.
181. 5535 North Keystone Avenue

Keystone Corridor
Needs Assessment/Staff Comments

1. Grease dumpster needs enclosure.
 2. Need landscaping along 55th Place.
182. 5561 North Keystone Avenue
1. Look at access closing.
 2. Develop landscape to complement KFC.
 3. Ground sign too low.
183. 5565 North Keystone Avenue
1. Reduce access onto 56th Street.
 2. Reduce signage.
 3. Place dumpster on east side of building.
 4. Remove phone booth.
 5. Remove abandoned pole sign pole along 56th Street.
184. 5581 North Keystone Avenue
1. Remove abandoned pole sign pole.
 2. Remove vending machine from exterior.
 3. Screen dumpster.
 4. Landscape north side of lot.
185. 5601 North Keystone Avenue
1. Screen dumpster.
 2. Need landscaping.
 3. Must prohibit parking off of 56th Street right-of-way, control access.
 4. Reduce signage.
186. 5605 North Keystone Avenue
1. Repair pole sign.
 2. Same as 185.
187. 5615 North Keystone Avenue
1. Screen dumpster.
 2. Need better landscaping.
 3. Look at removal of middle access.
 4. Integrate signs.
 5. Remove roof sign abandoned apparatus.
188. 5616 North Keystone Avenue
1. Remove semi-truck trailers.
 2. Clean up debris.
 3. Pave lot.
 4. Need landscaping in front.
 5. Improve pole sign.
 6. Enclose dumpster.
189. 5618 North Keystone Avenue
1. Same as 188.

Keystone Corridor
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190. 5602 North Keystone Avenue
1. Enclose dumpster.
 2. Deal with billboard.
 3. Close access on 56th Street.
 4. Landscape area at the corner and along Keystone.
 5. Use pole sign as model.
 6. Screen property to the west with ledge or fence.
191. 5570 North Keystone Avenue
1. Enclose dumpster.
 2. Remove phone booth.
 3. Prohibit outside display of tires.
 4. Need landscaping along right-of-way.
 5. Buffer apartment to the west.
 6. Good design, clean operation.
192. 5550 North Keystone Avenue
1. Remove tinsel.
 2. Remove one pole sign.
 3. Reduce middle access.
 4. Screen rear outdoor storage.
 5. Need front landscaping and sidewalk.
 6. Too many light standards.
 7. Close far south access.
 8. Integrate with rear road to Alderman's.
193. 5500 North Keystone Avenue
1. Remove tinsel.
 2. Discourage writing on windshields.
 3. Need front sidewalk.
 4. Close access to truck lot.
194. 5432 North Keystone Avenue
1. Need front landscaping ledge.
 2. Bus shelter needed.
 3. Replace trash receptacle.
195. 5430 North Keystone Avenue
1. Remove two abandoned signs.
 2. Continue front landscaping.
196. 5428 North Keystone Avenue
1. Look at overall sign design for center.
 2. Continue proposed landscaping.
197. 5426 North Keystone Avenue
1. Remove front light post.
198. 5422 North Keystone Avenue

Keystone Corridor
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1. Should develop rear exit.
199. 5402 North Keystone Avenue
1. Place dumpster behind Marcos.
 2. 48 Square foot pole sign, good size.
 3. Restrict use of window for advertising.
 4. Prohibit outside tire display.
 5. Landscaping needed on both Keystone and 54th Street.
 6. Long term, straighten out 54th Street.
 7. Need hedge around parked cars to the south.
 8. Enclose dumpster.
 9. Prohibit direct access to Keystone.
200. 2380 East 54th Street
1. Proper location of satellite dish.
 2. Dumpster well screened.
 3. Landscape front.
 4. All wall signs are unnecessary.
 5. Hedge needed to screen front yard parking.
201. 2376 East 54th Street
1. Remove outside display in front.
 2. Two semi-trailers used for storage.
 3. Debris on east side of building.
 4. Wall sign on east side of building not needed.
 5. Need front landscaping.
202. 2374 East 54th Street
1. Integrate signage.
 2. Small amount of outside storage at NW corner of building.
 3. Need front landscaping.
203. 2222 East 54th Street
1. Enclose dumpster.
 2. Improve landscaping, maybe trees.
 3. Remove temporary sign.
204. 2210 East 54th Street
1. Need to enclose dumpster.
 2. What is rear property used for?
 3. Could use trees along front of property.
 4. Integrate parking lot.
205. 2170-2198 East 54th Street
1. Standardize signs.
 2. Trash at rear.
 3. Remove abandoned signs.
 4. Consolidate dumpsters.

Keystone Corridor
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5. Need frontage landscaped.
206. 2136 East 54th Street
 1. Need trees along street.
 2. Need public sidewalk.
207. 2131 East 54th Street
 1. Screen outdoor storage.
 2. Need public sidewalk along 54th Street.
 3. Need hedge to screen parking.
208. 5398 Hillside Avenue
 1. Same as 207.
209. 2201 East 54th Street
 1. Dumpster needs screening.
 2. Trees in front and along Hillside.
 3. Close 54th Street access.
 4. Unite parking with property to the east.
 5. Need public sidewalk along 54th Street.
210. 2211 East 54th Street
 1. Screen dumpster.
 2. Close off entrance, come in off Hillside.
 3. Return front yard to lawn.
 4. Need public sidewalk along 54th Street.
211. 5402 North Keystone Avenue
 1. Improve screening of dumpster.
 2. Landscape along front of building.
 3. Public sidewalk along 54th and Keystone.
 4. Remove 6 x 6 white wall sign in front.
212. 5350 North Keystone Avenue
 1. Consolidate two pole signs into one.
 2. Public sidewalk needed on Keystone and 54th.
 3. Move autos back and install thin landscape strip along front.
 4. Remove or modernize pole sign on Hillside.
 5. Clean up north side of body shop.
 6. Remove Euro-Cars roof sign along Hillside.
 7. Remove all pennants.
213. 5306-08-10 North Keystone Avenue
 1. Need public sidewalk.
 2. Install landscape strip.
 3. Screen dumpster.
214. 5312 North Keystone Avenue

Keystone Corridor
Needs Assessment/Staff Comments

1. Look at signage, attempt to reduce.
 2. Screen dumpster.
215. 2240-2346 East 53rd Street (north side)
1. Continue signage and facade west of Marsh.
 2. Remove mansard roof (cedar shake).
 3. Continue landscape islands.
 4. Clear north side of building.
 5. Pave rear service drive.
 6. Redesign parking lot.
 7. Remove satellite dish.
 8. Remove parking in front of Kayak pools.
 9. Need public sidewalk.
 10. Remove vending machines.
 11. Landscape along west side of Hooks and at intersection of Hillside and east/west drive.
216. 5302 North Keystone Avenue
1. Remove storage containers for rent on south side of building.
 2. Landscape areas in parking lot.
 3. Continue landscape island up to door as per plans.
 4. Straighten out Hillside, link it to entrance off 52nd.
 5. Screen dumpster and delivery area to south.
217. 5326 Hillside Avenue
1. Landscape along Hillside Avenue.
 2. Need plan for signage, ground sign recommended.
218. 5356 Hillside Avenue
1. Need street trees.
219. 2130 East 52nd Street
1. Wrong use, should be retail.
 2. Pull front parking north.
 3. As temporary move, push screen fence back to front of building.
 4. Remove abandoned sign (front wall).
220. 5218-30 Keystone Court
1. Common sign theme needed.
 2. Screen dumpster and relocate.
 3. Need landscaping in parking area.
 4. Redesign parking
 5. Delete parking to the east of building.
 6. Repair parking lot.
221. 2311-2339 East 53rd Street

Keystone Corridor
Needs Assessment/Staff Comments

1. Same as #215.
222. 5200 block North Keystone Avenue
 1. Need more trees on south side.
 2. Close recently opened access on Keystone median.
223. 5216 North Keystone Avenue
 1. Orient parking to south side of building.
 2. Landscape front yard.
 3. Repair south parking lot.
 4. Remove pole sign.
 5. Relocate wax museum sign.
 6. Reduce size of sign.
224. 5202 North Keystone Avenue
 1. Move both Keystone entrances to one more northern entrance.
 2. Landscape strip along new sidewalk.
 3. Redo parking layout.
225. 2370 East 52nd Street
 1. Redo sidewalk and landscaping.
 2. Remove potted shrubs.
226. 2350 East 52nd Street
 1. Redo parking lot.
 2. Remove outdoor sales of plants.
 3. Close two of three 52nd Street entrances.
 4. Redo signage program.
 5. Look at sidewalk and landscaping.
227. 5215 - 5227 Keystone Court
 1. Need common signage.
 2. Common entrance look.
 3. Need landscape island in front.
 4. Restrict to office or light retail use.
228. 5212 Keystone Court
 1. Remove vending machines.
 2. Restrict signage.
 3. Remove balloon.
229. 2150 East 52nd Street
 1. Close two entrances onto Keystone
 2. Close one entrance onto Keystone Court
 3. Remove pennants.
 4. Remove light poles, redo if necessary.
 5. Reuse property long term for office.
230. 2144 East 52nd Street

Keystone Corridor
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1. Long term, remove and replace with commercial office building.
231. 2132-2140 East 52nd Street
1. Need common wall signs.
 2. Need front landscape strip and public sidewalk.
232. 2120 East 52nd Street
1. Screen dumpster.
 2. Update signage.
 3. Need public sidewalk and front yard tree.
233. 2102 East 52nd Street
1. Screen dumpster.
 2. Clean west side of building.
234. 2100 block of East 52nd Street
1. Remove vacant sign.
 2. Close entrance off of 52nd Street.
 3. Replace concrete with lawn in front.
 4. Remove Hooks Drugs sign.
 5. Redo Keystone Plaza sign, if kept.
 6. Clean garbage in rear.
235. 2100 block of East 52nd Street
1. Close two entrances onto 52nd Street.
 2. Screen car wash from lot in front.

Section Two

LAND USE PLAN

A. Introduction

The land use plan for the Keystone Avenue Corridor Study is designed as a detailed update of the Comprehensive Plan for Marion County as it addresses this commercial corridor. The land use plan updates the Comprehensive Plan and recommends variations from it which address specific corridor-level concerns in a detailed manner.

1. Land Use Plan

The following major objectives are addressed by the plan (Map 15).

- a. Enhancement and unification of commercial uses fronting Keystone Avenue, and the removal of inappropriate residential and industrial uses.
- b. Strengthening of light industrial uses in the "triangle" bounded by the Norfolk and Southern Railroad, the alley north of 45th Street, Keystone Avenue and Clay Street. (Removal of residential uses as well as some commercial uses would be proposed.)
- c. Development of a general land use policy which provides stronger boundaries between commercial and residential, as well as commercial and industrial uses. The plan takes into account the current mixed-use of the corridor, as well as the residential area which borders it, and attempts to provide a strong delineation of each use.
- d. Removal of some areas of light industrial use. These areas are either residential in nature, or front on major streets where this use is clearly inappropriate.
- e. Delineation of sharp boundaries for commercial use in two specific areas: 1) Keystone Avenue frontage between 38th Street and Fall Creek, 2) Keystone Avenue from Fall Creek to 56th Street. In the first instance, commercial use is limited largely to those properties which front Keystone Avenue and Millersville Road, while residential areas to the west and east are to be retained. Similarly, an abrupt "end" to the commercial use of Keystone Avenue frontage is drawn just north of 56th Street. Commercial expansion/conversion would be strongly discouraged north of this area.
- f. Reinforcement of Keystone Avenue from 38th Street to 56th Street as a commercially used

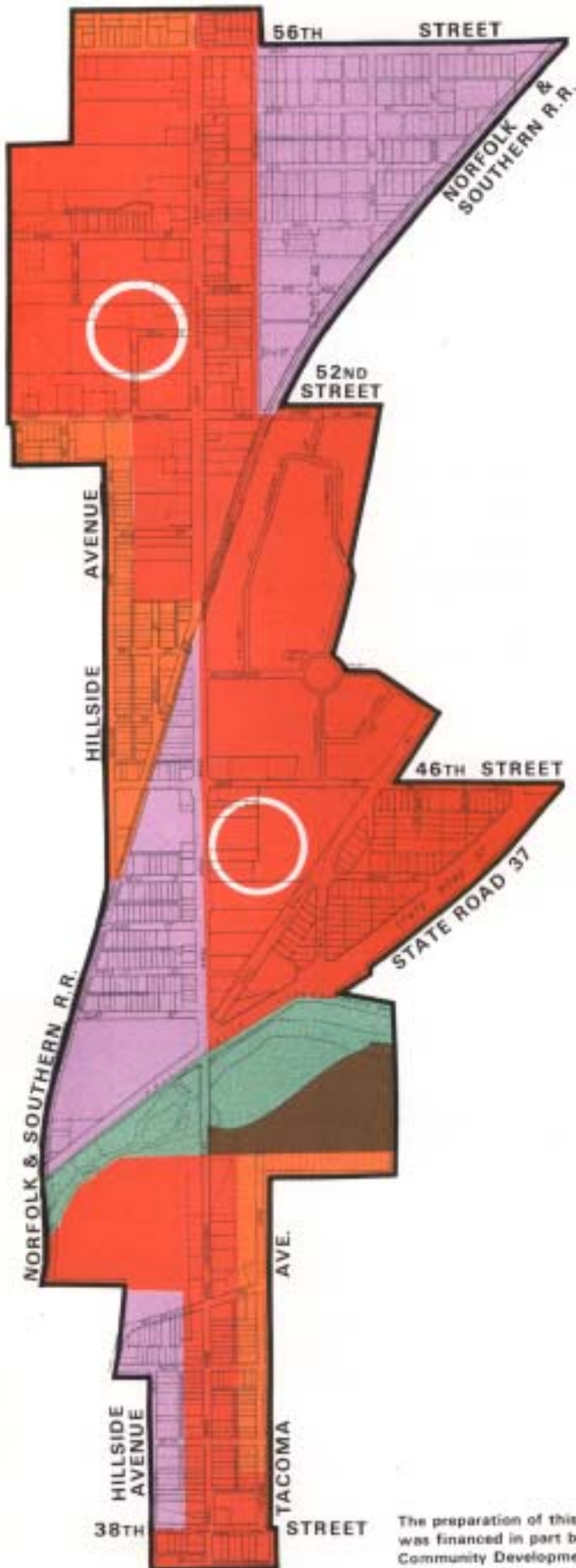
thoroughfare. All inappropriate or incompatible uses are recommended for short and long-term removal.

- g. Stronger buffering of uses north of 56th Street from the recommended (continued) industrial use of the Malott Park area. 56th Street frontage property would be recommended specifically for heavy commercial/light industrial usage (Contractor's offices or other similar uses would not entail outdoor storage of materials of vehicles).
- h. Reinforcement of the area east of Keystone Avenue between the Norfolk and Southern Railroad and State Road 37 as an "office-apartment zone" for the corridor--a function it now largely serves. Continued use and strengthening of this positive aspect of the corridor should be encouraged.

Map 15 details the land use plan and depicts an optimum plan for the heavily commercial, yet multi-faceted corridor. The plan should act as a guide to better land use decisions in an area which has been developed historically in a haphazard, piecemeal fashion. The land use plan is specifically developed to be used in tandem with the proposed zoning plan for the neighborhood. The two plans coordinate development and help to provide recommendations for the future growth of the area. Decisions made using the land use plan should also be reinforced by proper zoning decisions. Map 16 shows the changes noted between the Keystone Corridor's Land Use Plan and the City's more general Comprehensive Plan for Marion County. The Keystone Corridor Land Use Plan should be regarded as a more detailed, accurate land use policy for this area.

KEYSTONE AVENUE CORRIDOR STUDY

MAP 15 COMPREHENSIVE PLAN WASHINGTON TOWNSHIP



RESIDENTIAL

Low Density

Medium Density

COMMERCIAL

Cluster Commercial

Center

LIGHT INDUSTRIAL

EXISTING PARKS

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KEYSTONE AVENUE CORRIDOR STUDY

MAP 16

LAND USE PLAN



RESIDENTIAL

Single / Two Family

Multi-Family

COMMERCIAL

Office

Retail

Heavy Commercial/Light Industrial

LIGHT INDUSTRIAL

SPECIAL USE

PARKS/OPEN SPACE

DUPLEX POSSIBLE SERVICE PARKING

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KEYSTONE AVENUE CORRIDOR STUDY

MAP 17

LAND USE CHANGES



1. Commercial To Single/Two Family Residential
2. Commercial To Multi-Family Residential
3. Commercial To Heavy Commercial/Light Industrial
4. Commercial To Light Industrial
5. Light Industrial To Special Use
6. Commercial To Commercial/Office
7. Light Industrial To Commercial
8. Single / Two Family Residential To Commercial
9. Commercial To Special Use
10. Single / Two Family Residential To Commercial Office
11. Single / Two Family Residential To Multi-Family Residential
12. Single / Two Family Residential To Special Use
13. Single / Two Family Residential To Duplex Or Possible Service Parking
14. Light Industrial To Single / Two Family Residential

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Section Three

PROPOSED ZONING PLAN

A. Introduction

Earlier segments of the plan have examined current land use and zoning conflicts in the corridor. The facts gathered from this examination, the goals and objectives prepared, as well as a detailed land use plan have provided the basis to develop a zoning plan for the Keystone Avenue Corridor. The plan blends development objectives, land use plan, and zoning districts into three interrelated segments of an overall corridor development scheme. Proposed land use and development schemes, as well as the need to eliminate zoning/land use conflicts have been followed in recommending the general zoning changes. The proposed zoning plan and zoning change maps illustrate these recommendations (Map 17).

1. Proposed Zoning Plan

The Keystone Avenue Corridor zoning plan is designed to accomplish the following:

Goal

To properly match land use proposals and decisions with appropriate zoning classifications.

Objectives

1. Correctly zone properties whose use, although appropriate for the corridor, is not matched by an appropriate zoning classification.
2. Downzone certain commercial areas to a lower classification to better support the most appropriate range of uses on the corridor.
3. Upzone segments of the corridor where present zoning classifications are outdated and/or inappropriate for a commercial corridor.

Objective 1:

The strongest and most important recommendation is to properly zone appropriate uses in the corridor which currently function with an inappropriate zoning classification. Several of the largest areas recommended for rezoning fall into this category. These uses presently are hindered in their current and future expansion plans in that a variance must be obtained for almost any improvement desired by the businessman. Four types of uses share this problem.

- A. Commercial uses zoned residentially,
- B. Multi-family residential complexes zoned commercially or for single-family residential use,
- C. Public/semi-public uses (special uses) zoned residentially or industrially ,
- D. Single-family use zoned industrially.

Map 18 displays the sites recommended for rezoning which fall into those categories. The chart, beginning on page 104, lists the specific properties involved in each case. Examples of uses affected by this recommendation include:

- A. Glenstone Apartments (D7 from D4)
2215 East 56th Street
- B. Lockhart Cadillac (C5 from D4)
- C. Alderman Ford (C5 from D4)
- D. Broad Ripple Church of the Nazarene (SU1 from D7)
2125 East 54th Street
- E. 2060 & 70 Office Bldg. (C1 from D5)
2060 & 2070 E. 54th St.
- F. Indianapolis Water Co. (SU39 from 12U)
Fall Crk. Pumping Station
- G. Palmer-Forte Dodge (C5 from D5)

These zoning changes should be initiated within the next one to two years by either the individual property owner or the City's Division of Development Services. Rezoning of this type should not be a problem, as they will benefit property owner and corridor equally well.

Objective 2:

A second series of recommendations regarding downzoning certain segments of the corridor to a lesser classification of the same district is presented here. The properties, largely commercial, are presently zoned at too high a classification for the use on the site. More important than the current use consideration is the fact that these classifications allow for uses inappropriate for the corridor as well as too dense a level of development. The following examples illustrate some of the properties recommended for rezoning in this category.

- A. Keystone Plaza (C4 from C5)
- B. Dellen Lincoln/Mercury (C5 from C7)
- C. O'Brien Chrysler/Plymouth (C5 from C7)
- D. The 4300-4400 block of Keystone Avenue (C4 from C5)

- E. The Seven-Eleven Headquarters (C3 from I1S)
- F. Segments of Keystone Avenue
Frontage Properties between
38th Street and Fall Creek (C4 from C5)

A detailed listing of properties recommended for rezoning in this category, as well as a prioritization of their importance, begins on page 104.

Objective 3:

A final series of recommendations regard upzoning segments of the corridor which are no longer appropriately zoned for use on the site or which hinder appropriate development of a site due to its zoning. Most of these conflicts regard land (Keystone frontage) zoned for single-family residential use in a clearly commercially-used corridor.

The following are primary examples of some of these recommended rezonings:

- A. The 4600 - 4900 block of
North Keystone Avenue (C3 from D5)
(West side)
- B. The 3900 block of North
Keystone Avenue (C4 from D5)
(East side)
- C. The 4400-4500 block of
North Keystone Avenue (C4 from D5)
(West side)

Other recommended sites are detailed again on Map 18 and the chart beginning on page 104.

Two general, yet important, recommendations for the corridor involve the removal of certain zoning classifications (and their related land uses) from the corridor--as both are inappropriate for the commercial stability and development of the corridor. These classifications are:

- A. The C7 zoning classification along Keystone Avenue,
- B. The D4/D5 zoning classification along Keystone Avenue.

The following list details those uses allowed under the C7 zoning district which are inappropriate in the Keystone Avenue Corridor: (Appendix E)

- Auto Trailer Rental
- Boat Sales, Service and Storage
- Bus Garage and Maintenance
- Bus Sales, New or Used, Service and Repair

- Cemetery Monuments and Tombstones
- Custom Glass Fabrication and Installation
- Heavy and Light Equipment Rental
- Home Remodeling Supplies and Materials
- Hospital Sick Room Equipment, Sales & Service
- Lawn Mower and Equipment Service and Repair (within enclosed building).
- Light Equipment Rental
- Manufacturing-Prefabricated Wood Buildings and Structural Members
- Mobile Home, Sales & Service
- Outdoor Storage
- Rustproofing - Truck
- Storage of Heavy Equipment - Indoor
- Storage of Heavy Equipment - Outdoor
- Swimming Pool Sales and Outdoor Display
- Tractor (over the road) Sales & Service
- Trailer and Farm Equipment Sales & Service
- Travel Trailer Sales and Rental
- Truck Cleaning, Service, Repair and Rental
- Truck (over 1/2 ton) Sales & Service

As indicated above, these uses would not provide a stabilizing influence on surrounding businesses on the Keystone Corridor. It is strongly recommended that this classification be eliminated from the corridor.

Residential zoning on Keystone Avenue is a remnant of the 1940's when Keystone functioned as a somewhat rural residential street. Currently, Keystone Avenue functions as a major commercial thoroughfare/corridor. Most homes which remain, (largely south of Fall Creek) have been converted to business uses or are deteriorating. It is strongly recommended that remaining dwelling district zoning be removed and appropriate commercial zoning for the commercially-used corridor be established.

Summary

The Zoning Plan and Land Use Plan are designed so that changes in land use are matched by appropriate changes in zoning where necessary, while zoning changes are recommended to reflect appropriate land use for the site. The properties recommended for rezoning fall into three categories:

- Priority I - Immediate action
- Priority II - Action within next five years
- Priority III - Action in long term.

The current zoning districts throughout the corridor are inappropriate and not in the best future interests of the corridor. High priority recommendations should be pursued by the business/property owner, and appropriate City

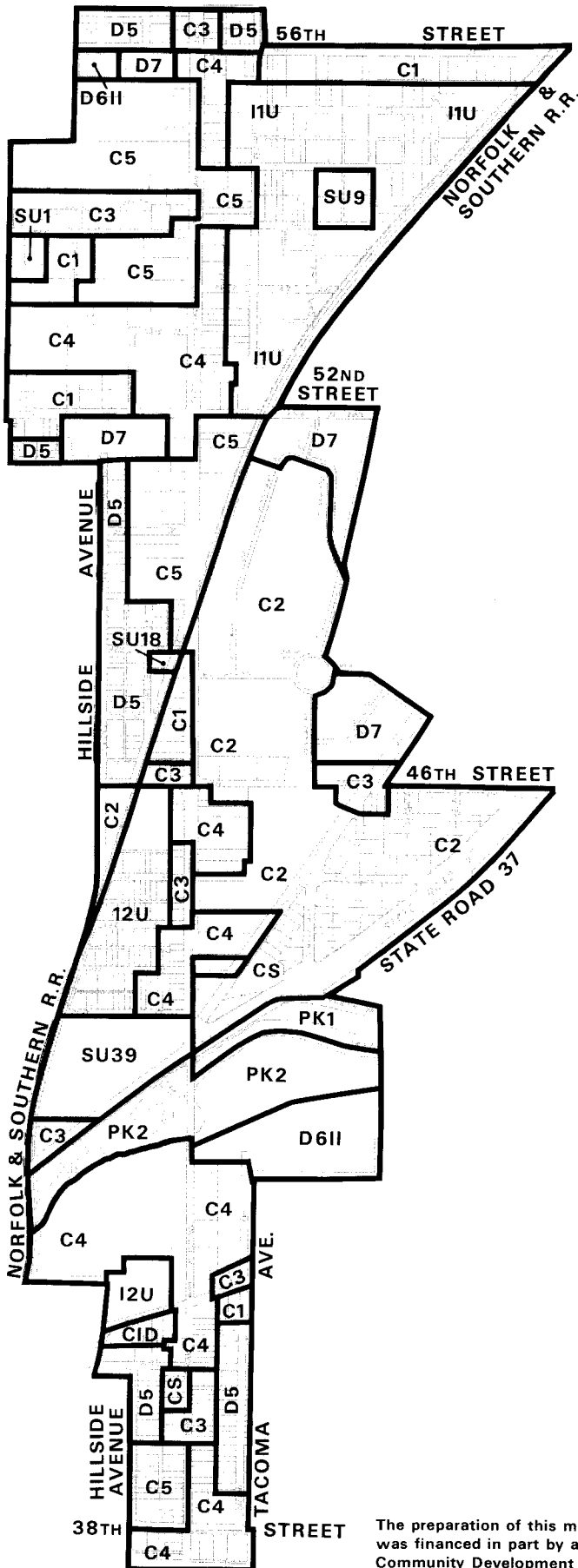
agencies in the near future in order to stabilize land use in the area and reduce the number of needless variance requests in the area. Zoning currently is poorly categorized in the entire corridor and must receive serious and immediate attention as one of its most pressing problems.

Variances

The current problem of the large number of variances granted in the corridor can be greatly lessened, and land use better controlled, by implementing the recommendations of the zoning plan. Use variances should be discouraged in the study area, especially when the use proposed directly conflicts with the recommendations of this plan. When variances are granted, care should be taken to ensure that site design, parking, landscaping, buffering and signage recommendations made in this plan are addressed. When those recommendations do not agree with ordinance standards, compromises should be sought in such a way that neither ordinance, nor plan recommendations, be seriously violated. Variances will have to occur due to the odd arrangement of lots and placement of older buildings on the sites, yet the plan recommendations set out here should act as a guide by which City staff and private sector can work.

KEYSTONE AVENUE CORRIDOR STUDY

MAP 18 ZONING PLAN



DWELLING DISTRICTS

D5
D6II
D7

COMMERCIAL DISTRICTS

C1 Office Buffer
C2 High Intensity Office-Apartment
C3 Neighborhood
C4 Community-Regional
C5 General
CID Commercial-Industrial
C5 Special

SPECIAL USE DISTRICTS

SU1 Schools-Churches
SU9 "Municipal" City, County, State
Or Federal Government
SU39 Water Tanks, Water Pumping Stations

INDUSTRIAL DISTRICTS

I1U Light Industrial Urban
I2U Restricted Industrial Urban

PARK DISTRICTS

PK1 Park District One
PK2 Park District Two

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KEYSTONE AVENUE CORRIDOR STUDY

MAP 19 PROPOSED ZONING CHANGES



Recommended Short-Term Changes

Long-Term Changes

5 Zoning Change (See Text For Description Of Current And Recommended Zoning)

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Indianapolis-Marion County, Indiana

SPECIFIC PROPERTIES RECOMMENDED
FOR SHORT-TERM ZONING ACTION

a. 56TH STREET - 46TH STREET

Map Code Number	Property Address	Use(s)	Present Zoning	Recommended Zoning	Objective Addressed	Priority
1	2215 East 56th Street	Apartment Building	D4/C4	D7	1.	I.
2	5615 North Keystone Avenue	Pet Shop	D5	C3C	1.	I.
3	5605 North Keystone Avenue	Optical	D5	C3C	1.	I.
4	5601 North Keystone Avenue	Laundry	D5	C3C	1.	I.
5	5581 North Keystone Avenue	Automotive Tuning	D4	C4	1.	I.
6	5568 - 5550 Keystone Ave.	Retail Auto Dealership	D4	C5	1.	I.
7	5565 North Keystone Avenue	Restaurant	C5	C4	1.	I.
8	5561 North Keystone Avenue		C5	C4	1.	I.
9	5535 North Keystone Avenue	Restaurant (Fast Food)	D4	C4	1.	I.
10	5527 North Keystone Avenue	Donut Shop	D4	C4	1.	I.
11	5509 North Keystone Avenue	Restaurant (Fast Food)	D4	C4	1.	I.
12	5505 North Keystone Avenue	Accountant Office	D4	C4	1.	I.
13	2429 East 56th Street	Karate	D4	C4	1.	I.
14	5500 North Keystone Avenue	Retail Auto Dealership	D4	C5	1.	I.
15	5432 North Keystone Avenue	Motorcycle Sales	D4	C5*	1.	I.

SPECIFIC PROPERTIES RECOMMENDED FOR SHORT-TERM ACTION (cont.)
a. 56th to 46th Street

Map Code Number	Property Address	Use(s)	Present Zoning	Recommended Zoning	Objective Addressed	Priority
16	5430 North Keystone Avenue	Flower and Gift Shop	D4	C3	1.	I.
17	5426 North Keystone Avenue	Steel Storm Door Sales & Installat.	D4	C3	1.	I.
18	5522 North Keystone Avenue	Offices Photo	D4	C3	1.	I.
19	5560 Tacoma Avenue	Offices	D4	I1U	1.	I.
20	5554 Tacoma Avenue	Offices	D4	I1U	1.	I.
21	2125 East 54th Street	Church	D7	S01	1.	I.
22	5398 North Hillside Avenue	Office Bldg. (Vacant)	D7	C1	1.	I.
23	5356 North Hillside Avenue	Office Bldg. (Vacant)	D7	C1	1.	I.
24	5326 North Hillside Avenue	Office Bldg. (Vacant)	D7/C5	C1	1.	I.
25	2374-76 East 54th Street	Commercial	D7	C3	1.	I.
26	2445 East 54th Street	Business Machines Sales & Serv.	D4	C4	1.	I.
27	5360 Tacoma Avenue	Vacant Commercial Building	D4	I1U	1.	I.
28	5352 Tacoma Avenue	Office Bldg.	D4	I1U	1.	I.
29	5348 Tacoma Avenue	"Equestrian Horse Products"	D4	I1U	1.	I.
30	2001 East 52nd Street	Office Bldg. (Architects)	D5	C1	1.	I.
31	2021 East 52nd Street	Office Bldg. (Insurance)	D5	C1	1.	I.

*Could lesser district

SPECIFIC PROPERTIES RECOMMENDED FOR SHORT-TERM ACTION (cont.)

a. 56th to 46th Street

Map Code Number	Property Address	Use(s)	Present Zoning	Recommended Zoning	Objective Addressed	Priority
32	5142 5140 North Keystone Avenue 5136	Sandwich Shop Plumb. Cont. Vacant Comm.	D5/C7	C4	1,2,3	I.
33	5102 North Keystone Avenue	Retail Auto Dealership	D5/C7	C5	1,2,3	I.
34	5050 North Keystone Avenue	Tire (Auto) Sales	C7	C5	2.	I.
35	5000 North Keystone Avenue	Retail Auto Dealership	C7	C5	2.	I.
36	4930 North Keystone Avenue	Motorcycle Sales & Serv.	C7	C5	2.	I.
37	2351 East 49th Street	Indianapolis Power & Light Substation	D5	SU18	1.	I.
38	4800 North Keystone Avenue	Vacant Commercial	D5	C1	3.	I.
39	4728 North Keystone Avenue	Remodeling Contractor	D5	C1	3.	I.
40	4720 North Keystone Avenue	Drapery Sales	D5	C1	3.	I.
41	4706 North Keystone Avenue	Muffler Shop	D5	C1	3.	I.
42	4640 North Keystone Avenue	Optical Service (Wholesaler)	D5	C1	3.	I.
43	4638 North Keystone Avenue	Leasing Corporation	D5	C1	3.	I.
44	4624 North Keystone Avenue	General Contractor	D5	C1	3.	I.
45	4610 North Keystone Avenue	Vacant Residence	D5	C3	3.	I.
46	4606 North Keystone Avenue	Residence	D5	C3	3.	I.
47	2421 Willowbrook Parkway	Willowbrook Office Park	C3	C2	2.	I.

SPECIFIC PROPERTIES RECOMMENDED FOR SHORT-TERM ZONING ACTION (cont.)

a. 56th to 46th Street

Map Code Number	Property Address	Uses(s)	Present Zoning	Recommended Zoning	Objective Addressed	Priority
48	2424 East 46th Street	Nursing Home	D5	C2	1,3	I.
49	2500 East 46th Street	Offices	D5	C2	1.	I.
50	2626 East 46th Street	Vacant Office Building	C3	C2	2.	I.
51	4620 Round Lake Road	Willowbrook Apartments	C2 (Those seg. with this zon.)	D7	2.	I.

SPECIFIC PROPERTIES RECOMMENDED
FOR SHORT-TERM ACTION

b. 46TH STREET TO FALL CREEK

Map Code Number	Property Address	Uses(s)	Present Zoning	Recommended Zoning	Objective Addressed	Priority
52	4550 N. Keystone Avenue	Service Station	C5	C4	2.	I.
53	4530 N. Keystone Avenue	Parking Lot (Entrance to L. Indust.)	D5	C4	1,3	I.
54	4508-4510 N. Keystone Ave.	Dress Shop	D5	C3	1,3	I.
55	4502 N. Keystone Avenue	Pool Sales Hot Tubs	D5	C3	1,3	I.
56	4498 N. Keystone Avenue	Truck/Van Rental	D5	C3	1,3	I.
57	4460 N. Keystone Avenue		D5	C3	1,3	I.
58	4456 N. Keystone Avenue	Dentist's Office	D5	C3	1,3	I.
59	4441-4457 N. Keystone Ave.	Vacant Commercial Shopping Cnt.	C5	C4	2.	I.
60	4435 N. Keystone Avenue	Commercial Shopping Center	C5	C4	2.	I.

SPECIFIC PROPERTIES RECOMMENDED FOR SHORT-TERM ZONING ACTION (cont.)

b. 46th Street to Fall Creek

Map Code Number	Property Address	Uses(s)	Present Zoning	Recommended Zoning	Objective Addressed	Priority
62	4401 N. Keystone Avenue	Commercial Cleaners/ Plant	C5	C5	---	1.
62	2201 East 46th Street	Offices	IIS	C1	2.	1.
63	2511 East 46th Street	Office Park	C3	C2	2.	1.
64	2601 East 46th Street	Offices	C3	C2	2.	1.
65	2611 East 46th Street	Liquor Store	D5	C3	1,3	1.
66	4230 E. Fall Creek Pkwy. North Drive	Oriental Rug Sales	I2U	C3	2.	1.
67	4250 E. Fall Creek Pkwy. North Drive	Public Utility	I2U	SU39	2. (Special Case)	1.
68	4546 Allisonville Road	Residence	C3	C2	2.	1.
69	4548 Allisonville Road	Residence	C3	C2	2.	1.
70	4550 Allisonville Road	Offices (Converted Home)	C3	C2	2.	1.
71	4599 Allisonville Road	Service Station	C2	C3	1.	1.

SPECIFIC PROPERTIES RECOMMENDED
FOR SHORT-TERM ZONING ACTION

c. FALL CREEK TO 38TH STREET

Map Code Number	Property Address	Uses(s)	Present Zoning	Recommended Zoning	Objective Addressed	Priority
72	4120 North Keystone Avenue	Offices (Office Bldg)	D5	C4	1.	1.
73	4035-4043 Millersville Rd.	Pest Control Service	D5	C1D	1.	1.

SPECIFIC PROPERTIES RECOMMENDED FOR SHORT-TERM ZONING ACTION (cont.)

c. Fall Creek to 38th Street

Map Code Number	Property Address	Uses(s)	Present Zoning	Recommended Zoning	Objective Addressed	Priority
74	4049 Millersville Road	Air Filter Service	D5	C1D	1.	I.
75	All property east of 4024* this address to 4102 North Keystone	Vacant Land/ Industrial Storage	D5	I3U	1.	I.
76	4040 Millersville Road	Bakery	D5	C3	1.	I.
77	4088 Millersville Road	Small Engine Repair/Power Equip. Parts	D5	C3	1.	I.
78	4098 Millersville Road	Residence	D5	C3	1.	I.
79	3939 North Keystone Avenue	Church	D5	C3C	1.	I.
80	3937 North Keystone Avenue	Beauty Salon	D5	C3C	1.	I.
81	3929 North Keystone Avenue	Vacant	C5	C3C	3.	I.
82	3921 North Keystone Avenue	Residence	D5	C3C	3.	I.
83	3913 North Keystone Avenue	Nutrition Food Center	D5	C3C	1.	I.
84	3901 North Keystone Avenue	Auto Sales (Used)	D5	C3C	1,3	I.
85	3845 North Keystone Avenue	Service Station	C5	C4	2.	I.
86	3839 North Keystone Avenue	Vacant	C5	C4	2.	I.
87	3835 North Keystone Avenue	Vacant	C5	C4	2.	I.
88	3833 North Keystone Avenue	Out House Sheds Sales/ Construction	C5	C4	2.	I.
89	3821 North Keystone Avenue	Auto Sales (Used)	C5	C4	2.	I.

SPECIFIC PROPERTIES RECOMMENDED FOR SHORT-TERM ZONING ACTION (cont.)
c. Fall Creek to 38th Street

Map Code Number	Property Address	Uses(s)	Present Zoning	Recommended Zoning	Objective Addressed	Priority
90	2407 East 40th Street	Residence	D5	C3C	3.	1.
91	2415 East 40th Street	Residence	D5	C3C	3.	1.
92	2415 East 39th Street	Machinery Co. (Manufactur.)	C5	C4	2.	1.
93	3865 Hillside Avenue	Residence	D5	C5	3.	1.
94	3845 Hillside Avenue	Residence	D5	C5	3.	1.
95	2302 East 38th Street	Auto Parts Store	D5	C5	1.	1.
96	2330 East 38th Street	Restaurant (Fast Food)	D5	C5	1.	1.
97	2402 East 38th Street	Restaurant (Fast Food)	C5	C4	2.	1.
98	2416 East 38th Street	Rental Center (Furniture)	C5	C4	2.	1.
99	2422-2428 East 38th Street	Auto Parts Sales & Serv.	C5	C4	2.	1.

3. SPECIFIC PROPERTIES RECOMMENDED
FOR LONG-TERM ZONING ACTION

a. 56th Street - 46th Street

Map Code Number	Property Address	Use(s)	Present Zoning	Recommended Zoning	Objective Addressed	Priority
	1981 East 56th Street	Home Care Products	D4	D611	3.	III.
	1991 East 56th Street	Residence	D4	D611	3.	III.
	2121 East 56th Street	Office Bldg.	D4	D611	3.	III.
	2501 East 56th Street	Manufactur. Representat.	I1U	C1	2.	II.
	2525 East 56th Street	Vacant	I2U	C1	2.	II.
	2601 East 56th Street	Vacant	I2U	C1	2.	II.
	2717 East 56th Street	Equipment Company (Valves)	I1U	C1	2.	II.
	2725 East 56th Street	Office Forms	I1U	C1	2.	II.
	2737 East 56th Street	Offices	I1U	C1	2.	II.
	2803 East 56th Street	Microfilming Service	I1U	C1	2.	II.
	2809 East 56th Street	Advertising Office	I1U	C1	2.	II.
	2825 East 56th Street	Office Bldg.	I1U	C1	2.	II.
	2881 East 56th Street	Vacant	I1U	C1	2.	II.
	2901 East 56th Street	Welding Company	I1U	C1	2.	II.
	2931 East 56th Street	Residence	I1U	C1	2.	II.

SPECIFIC PROPERTIES RECOMMENDED FOR LONG-TERM ZONING ACTION (cont.)

a. 56th Street - 46th Street

Map Code Number	Property Address	Use(s)	Present Zoning	Recommended Zoning	Objective Addressed	Priority
	2933 East 56th Street	Residence	I1U	C1	2.	II.
	5522 North Rural Street	Vacant	CS/I1U	I1U	1. *Special Case	II.
	2815-17 East 55th Place	Bell Telephone (Garage)	CS	I1U	1. *Special Case	III.
	2750-52 East 55th Place		CS	I1U	1. *Special Case	III.
	5425 Tacoma Avenue	Warehouse/ Storage Office	CS	I1U	1. *Special Case	III.
	5369 North Keystone Avenue	Liquor Sales	C7	C4	2.	II.
	5367 North Keystone Avenue	Laundry/ Dry Cleaning	C7	C4	2.	II.
	5359 North Keystone Avenue	Vacant Commercial	C7	C4	2.	II.
	5353 North Keystone Avenue	Electronic Sales	C7	C4	2.	II.
	5351 North Keystone Avenue	Printing/ Photocopying	C7	C4	2.	II.
	5349 North Keystone Avenue	Coin Shop	C7	C4	2.	II.
	5345-47 North Keystone Ave.	Record Shop	C7	C4	2.	II.
	5343 North Keystone Avenue	Auto & Truck Rustproofing	C7	C4	2.	II.
	5329 North Keystone Avenue	Appliance Sales	C7	C4	2.	II.
	5317 North Keystone Avenue	Vacant Commercial	C7	C4	2.	II.
	5251 North Keystone Avenue	Auto Sales	C7	C5	2.	II.

SPECIFIC PROPERTIES RECOMMENDED FOR LONG-TERM ZONING ACTION (cont.)

a. 56th Street to 46th Street

Map Code Number	Property Address	Use(s)	Present Zoning	Recommended Zoning	Objective Addressed	Priority
	5223 North Keystone Avenue	Retail Auto Sales	C7	C5	2.	II.
	5201 North Keystone Avenue	Restaurant	C7	C4	2.	II.
	5340 Tacoma Avenue	Office (Real Estate)	C7	I1U	2.	II.
	5330 Tacoma Avenue	Insurance Underwriters (Ship. & Rec.)	C7	I1U	2.	II.
	2450 East 52nd Street	Transmission Service	C7	I1U	2.	II.
	5310 5308 North Keystone Avenue 5306	Typewriter Sales and Service	C5	C4	2.	II.
	5252 North Keystone Avenue	Pool Sales and Equipment	C5	C4	2.	II.
	5250 North Keystone Avenue	Keystone Plaza Shopping Cntr. (All Stores)	C5	C4	2.	II.
	5236 North Keystone Avenue	Bank	C5	C4	2.	II.
	5216 North Keystone Avenue	Film Laboratory	C5	C4	2.	II.
	5202 North Keystone Avenue	Bakery	C5	C4	2.	II.
	2016 East 52nd Street	Car Wash	C5	C1	2.	II.
	2102 East 52nd Street	Offices (2102 Bldg.)	C5	C1	2.	II.
	2132 East 52nd Street	Office Supply Company	C5	C1	2.	II.
	2144 East 52nd Street	Manufacturer's Agent	C5	C1	2.	II.
	2350-66 East 52nd Street	Supermarket	C5	C4	2.	II.

SPECIFIC PROPERTIES RECOMMENDED FOR LONG-TERM ZONING ACTION (cont.)

a. 56th Street to 46th Street

Map Code Number	Property Address	Use(s)	Present Zoning	Recommended Zoning	Objective Addressed	Priority
	2370 East 52nd Street	Book Store	C5	C4	2.	II.
	5150-48 North Keystone Ave.	Restaurant (Fast Food)	C5	C4	2.	II.
	5025 North Keystone Avenue	Goodyear Tire Company	C7	C5	2.	II.
	5422 North Keystone Avenue	Photographer	C5	C3	2.	II.
	5250-54 Tacoma Avenue	U-Haul Rental and Storage	C7	I1U	2.	II.
	5199 North Keystone Avenue	U-Haul Rental and Storage	C7	C5	2.	III.
	5149 North Keystone Avenue	Vacant Commercial	C7	C5	2.	II.
	5145 North Keystone Avenue	Motorcycle Sales	C7	C5	2.	II.
	5135 North Keystone Avenue	Wright Coal and Oil, Inc.	C7	C5	2.	II.
	5130 North Keystone Avenue	Billard and Pool Table Sales	C7	C4	2.	II.
	4602 North Keystone Avenue	Television Repair	C5	C3C	2.	II.
	4625 North Keystone Avenue	Vacant Restaurant	C3	C2	2.	III.
	4601 North Keystone Avenue	Auto Sales (Used)	C3	C2	2.	III.
	2750 East 46th Street	Hand Car Wash	C4	C3C	2.	II.

3. SPECIFIC PROPERTIES RECOMMENDED
FOR LONG-TERM ZONING ACTION

b. 46th Street to Fall Creek

Map Code Number	Property Address	Use(s)	Present Zoning	Recommended Zoning	Objective Addressed	Priority
	4555 North Keystone Avenue	Auto Sales	C5	C4	2.	II.
	4545 North Keystone Avenue	Auto-Related (Vacant)	C5	C4	2.	II.
	4533 North Keystone Avenue	Auto Paint And Body Shop	C5	C4	2.	II.
	4501 North Keystone Avenue	Auto Parts Sales	C5	C4	2.	II.
	4440 North Keystone Avenue	Catering Service	C5	C4	2.	II.
	4410 North Keystone Avenue	Pet Hospital	C5	C4	2.	II.
	4390 North Keystone Avenue	Restaurant (Fast Food)	C5	C4	2.	II.
	4361 North Keystone Avenue	Restaurant (Fast Food)	C5	C4	2.	II.
	4360 North Keystone Avenue	Adult Bookstore	C5	C4	2.	II.
	4359 North Keystone Avenue	Muffler Shop	C5	C4	2.	II.
	2325-2327 E. 46th Street	Rental (Equipment)	I1S	I2U	1,3 (Special Case)	III.
	2213-2330 E. 45th Street	Light Industrial	I1S	I2U	1,3 (Special Case)	III.
	2219 East 45th Street	Ventilating Contractor	I1S	I2U	1,3 (Special Case)	III.
	2301 East 45th Street	Residence	I1S	I2U	1,3 (Special Case)	III.
	2316 East 45th Street	Electrical Supply Co.	I1S	I2U	1,3 (Special Case)	III.

SPECIFIC PROPERTIES RECOMMENDED FOR LONG-TERM ZONING ACTION (cont.)

b. 46th Street to Fall Creek

Map Code Number	Property Address	Use(s)	Present Zoning	Recommended Zoning	Objective Addressed	Priority
	2321 East 45th Street	Residence	I1S	I2U	1,3 (Special Case)	III.
	2325 East 45th Street	Residence	I1S	I2U	1,3 (Special Case)	III.
	2204 Duke Street	Music Production Studio	I1S	I2U	1,3 (Special Case)	III.
	2218 Duke Street	Residence	I1S	I2U	1,3 (Special Case)	III.
	2226 Duke Street	Residence	I1S	I2U	1,3 (Special Case)	III.
	2320 Duke Street	Temp. Control Systems Sales	I1S	I2U	1,3 (Special Case)	III.
	2301 East 44th Street	Auto Part/Supplies Sales	C5	C4	2.	II.
	2310-2326 E. 44th Street	Auto Parts	I2U	C4	2.	II.
	4449 Allisonville Road	Convenience Mart/Cleaners	C5	C2	2.	III.
	4451 Allisonville Road	?	C5	C2	2.	III.
	4458 Allisonville Road	Restaurant	C3	C2?	---	
	4459 Allisonville Road	Machine Shop	C5	C2	2.	III.

3. SPECIFIC PROPERTIES RECOMMENDED FOR LONG-TERM ZONING ACTION

c. Fall Creek to 38th Street

Map Code Number	Property Address	Use(s)	Present Zoning	Recommended Zoning	Objective Addressed	Priority
	4101 North Keystone Avenue	Auto Related Commercial	C5	C4	2.	II.
	The 4100 block (west side) of Tacoma Avenue	Vacant Land	D5	(Parking) C4	3. (Special Case)	III.

SPECIFIC PROPERTIES RECOMMENDED FOR LONG-TERM ZONING ACTION (cont.)

c. Fall Creek to 38th Street

Map Code Number	Property Address	Use(s)	Present Zoning	Recommended Zoning	Objective Addressed	Priority
	Vacant Land North and Adjacent to Shadeland Park Cemetery	Vacant Land	D5	D611	3. *Special Case	III.
	4044 North Keystone Avenue	Auto Parts Sales	C5	C4	2.	II.
	4016 North Keystone Avenue	Transmission Repair and Service	C5	C4	2.	II.
	4012 North Keystone Avenue	Offices (Office Bldg)	C2	C4	2.	II.
	4043 North Keystone Avenue	Package Liquor Store	C5	C4	2.	II.
	4025 North Keystone Avenue	Janitorial Sales & Serv.	C5	C4	2.	II.
	4019 North Keystone Avenue	Musical Instrument Sales	C5	C4	2.	II.
	4015 North Keystone Avenue	Beauty Salon	C5	C4	2.	II.
	4011 North Keystone Avenue	Residence	C5	C4	2.	II.
	4007 North Keystone Avenue	Residence	C5	C4	2.	II.
	3940 North Keystone Avenue	Carpet Cleaning	C5	C3C	2.	II.
	3918 North Keystone Avenue	Church	C5	C3C	2.	II.
	3914 North Keystone Avenue	Beauty Shop	C5	C3C	2.	II.
	3910 North Keystone Avenue	Residence	C5	C3C	2.	II.
	3906 North Keystone Avenue	Residence	C5	C3C	2.	II.
	3902 North Keystone Avenue	Realty Office	C5	C3C	2.	II.

Section Four

A. INTRODUCTION - DESIGN PROPOSALS/SUBAREA ANALYSIS

Section Four explains the components of the urban design proposal for the corridor. Each of the five corridor subareas are analyzed, both in detailed text and accompanying map. The design proposals are explained in terms of the specific improvement itself and how it fits into the overall corridor scheme. The correlation and interrelation of improvements to one another is stressed. Finally, this section relates goals/objectives and recommendations to actual physical design.

Urban design schemes for the corridor have been developed for subareas one, two and four, as well as portions of three. Each of these subareas contain Keystone Avenue itself. The design scheme addresses those commercial uses either fronting on the thoroughfare, or tied to Keystone Avenue on intersecting streets. Although actual design schemes are not developed for portions of subarea three and subarea five, recommendations for each subarea are proposed and each is fully addressed in the Land Use and Proposed Zoning Plans.

DESIGN PROPOSALS - SUBAREA ANALYSIS

1. Subarea One - (38th Street to Fall Creek - Map 20)

The design proposals shown in this subarea reflect the redevelopment potentials possible in conjunction with the proposed widening of Keystone Avenue. Unlike the design proposals for the rest of the corridor, those for Subarea One suggest a far greater amount of demolition, new construction and redevelopment which are possible due to the Keystone Avenue widening project. The improvements planned for Keystone Avenue have not as yet been finalized. Alternative proposals as to the degree of improvements and amount of right-of-way required are still being considered. What is presented, then, is a graphic representation of one possible alternative--the widening of Keystone Avenue in which the right-of-way would be acquired from the west side of the street. The alternative was chosen as it illustrates the potential width of the street and also allows one to see what can be done with property where structures were removed for street improvements. The concepts discussed here are general, and the design proposal applicable, with modification, to whatever widening scheme is used.

The main focus of the design proposals for Subarea One are to redevelop Keystone Avenue between 38th Street and Fall Creek into a functional commercial thoroughfare using new commercially designed structures with adequate parking, landscaping and buffering. Currently, Keystone Avenue in this subarea is a poor mixture of residential structures, commercially-converted residential structures and commercially designed service and retail buildings. The poor condition and functioning of the converted-residential structures is further exacerbated by a lack of proper parking and access. Keystone Avenue lacks curbs, turn lanes, sidewalks and landscaping.

The design presented on Map 20 illustrates the redevelopment of this segment of the corridor. The following major elements should be noted:

- A. The creation of a well-designed thoroughfare with adequate carrying capacity.
- B. Sidewalks and landscaping provided to give a strong urban/commercial edge to the streetscape and provide for pedestrian safety and aesthetic improvement.
- C. Landscaped buffering and screening of commercial uses fronting on Keystone Avenue from the residential uses which adjoin and flank the thoroughfare to the immediate west and east. This buffering provides a strong separation of uses.

- D. Removal of obsolete and inadequate residentially-designed structures; replacement with commercially-designed retail/service structures. The widening of Keystone Avenue will, by necessity, remove or partially remove some structures in this area. The long-term design scheme would call for the remaining "houses" to be replaced by new construction. Tenants in these existing structures could relocate into more adequate facilities, and new tenants could be attracted by commercial space on a newly improved major commuter arterial.
- E. Parking is redesigned, unified and more properly accessed--so as to provide for a greater marketability of commercial space. The increase and redesign of parking also allows greater viability of the businesses themselves. Curb cuts are minimized to properly direct and channel access to the parking areas in a manner least disruptive to traffic flow.

There are several property-specific proposals which should be noted in this subarea. The redesign of the Keystone Avenue/38th intersection will require the removal and reorientation of several structures. On the northwest corner of that intersection, Palmer-Forte Dodge would have its showroom removed and reoriented. The new showroom would front near both 38th and Keystone Avenue, providing visibility for show cars, yet with adequate setback for sidewalk and parking provisions. Parking for the facility would be redesigned to allow access from both Keystone Avenue and 38th Street. The existing White Castle Restaurant would be relocated to the northeast corner of 38th Street and Keystone Avenue, where a "food court" concept could be developed. The Palmer-Forte body shop, currently located at 2301 East 38th Street, would be relocated to an existing structure at 2302 East 38th Street, consolidating its entire operation on one unified site. Finally, two residential structures at the southeast corner of Hillside Avenue and East 39th Street would be removed or relocated to allow for expansion of this major commercial anchors' facility. On the southwest and southeast corners of the 38th Street and Keystone Avenue intersection, existing structures would be removed and new structures designed to better accommodate automobile traffic and allow for new commercial tenants and the relocation or expansion of current tenants.

The 3900 block of Keystone Avenue gives an illustration of how land cleared for the widening of the thoroughfare can be redeveloped into viable commercial space with adequate parking and landscaping.

It should be noted that in the event that the Keystone Avenue widening project should not occur (a "no-action"

option) the overall general recommendations for redevelopment would still apply and should be pursued. Sidewalk and landscaping provisions, new commercial development and unification of parking would all be strongly recommended options for the long-term development and economic well-being of this segment of the corridor.

2. Subarea Two - (Fall Creek to the Norfolk and Southern Railroad - Map 21)

The long-term development plan for the subarea would accomplish three major objectives:

1. The creation of a major "entryway" or "gateway" at the intersection of Fall Creek Parkway/State Road 37 and Keystone Avenue, both through new construction and landscape design.
2. The removal and redevelopment of currently vacant or underutilized commercial structures into more accessible and functional commercial space.
3. The redevelopment of underutilized Keystone Avenue frontage at and north of 46th Street into functional commercial property.
4. The construction of sidewalks along Keystone Avenue, with an accompanying landscape treatment to visually strengthen and unify the streetscape as a more pleasant urban commercial corridor.

Specific design proposals along this subarea of the Keystone Corridor attempt to arrest the physical and visual deterioration which has occurred over the past decade.

Sidewalks - Sidewalks would be both constructed or expanded to a nine foot width along Keystone Avenue to better accommodate the more pedestrian oriented nature of this area. The poor visual quality of the right-of-way along this portion of Keystone Avenue would also be greatly improved.

Landscaping - Landscaping would concentrate in the Fall Creek/Keystone area. An expansive landscaping plan for the Indianapolis Water Company's Fall Creek Pumping Station would enhance the landmark art deco structures and surrounding green space. Such landscaping would also not only help announce "arrival" at the Keystone Corridor, but soften the currently harsh environment of the intersection of two major commuter thoroughfares. Similarly, on the northeast corner of this intersection a total redevelopment would transform a current wasteland consisting of vacant buildings, overgrown

open space and the vestiges of Allisonville Road into a major focal "entry" to the corridor. Allisonville Road would be vacated and removed south of 44th Street, as would the remnants of an access road along State Road 37. A large parcel of land could then be assembled and developed commercially or residentially with heavy urban landscaping again softening the streetscape. The combination of new development and appropriate landscaping would greatly improve the visual perception of this entire subarea.

Commercial - Three major developments would help redevelop deteriorated sections of the subarea. The first is the above-mentioned commercial development at State Road 37 and Keystone Avenue. The structure(s) would be of "landmark" design, serving as a focal point to the corridor. The buildings would be either office or apartments, with accessible, well-buffered parking.

The second development proposed in the design scheme would occur in the 4400 block of Keystone Avenue. In this proposal the currently vacant Town and Country Bowling Alley and commercial structure would be removed. Two different alternatives for redevelopment of the site are possible. The first proposal shown on Map 20 is an extension of the Corporate Square East Office Complex west to Keystone Avenue. Such a development would be better suited to the sloping site, as office development is not a heavy traffic generator (except for "peak" hours in the morning and evening). The extension would provide for expanded office space and a Keystone frontage for the office complex. Parking would be designed to provide easy accessibility from Keystone Avenue, yet would be buffered by a landscaped area. The arrangement of the buildings would screen the "backs" of retail commercial sites to the north and (more importantly) south (see Subarea Three for another alternative which includes this area). The third development addresses the northwest corner of 46th Street and Keystone Avenue. In this development, five residential structures and one small commercial structure would be removed and the site assembled and redeveloped as a single commercial facility with adequate parking. The housing units on the site are in poor condition and inappropriately located on a commercial thoroughfare. The Commercial business suffers from a poor site design and no parking.

3. Subarea Three - (Map 21)

Although the entire subarea is not addressed in a detailed design scheme, two areas are depicted:

1. The east side of Keystone Avenue from 46th Street to the Norfolk and Southern Railroad,
2. The area roughly bounded by State Road 37, 46th Street and the Corporate Square East Office Park.

The major intent of the design along Keystone Avenue was to soften the harsh streetscape along Willowbrook park through landscaping and the unification of the area as an office center. Sidewalks would be built all along the east side of Keystone Avenue (about 7' wide). The sidewalks would provide for better pedestrian accessibility and a better definition of the street "edges", as such construction would unify curb and sidewalk width and quality.

The current sea of asphalt, cars and stark office buildings today shock the eye by their bleak appearance. along Willowbrook, a wide landscaped area paralleling Keystone Avenue and the western edge of the office park would begin to unify the site and announce Willowbrook as a unique entity on the corridor. A double row of trees, green space and low shrub planting would visually soften the harsh environment along Keystone Avenue. Further, such a treatment would create a "park-like" view of the office center, something it lacks in comparison to other such developments (Keystone-At-The-Crossing, etc.). An enhanced entryway at Willowbrook Parkway and Keystone Avenue would serve as a major focal point for the center.

Another important aspect of this portion of the design is the unification of the section of Keystone Avenue (at 46th Street) as an "office commercial" center. This would be accomplished in the long-term by the removal and relocation of non-office uses and structures. Currently, a vacant restaurant, used car sales lot and nursing home occupy the northeast corner of 46th Street and Keystone Avenue. In order to strengthen the office aspect of this area, the entire site would function better as office-related commercial use.

When Willowbrook was developed, the uses on this corner were not included in the overall development plan and today do not relate to surrounding uses to the north and east nor do they have the adequate space to properly function. The design proposal recommends the removal of the current structures and the construction of two office buildings. These structures, though not as large as the Willowbrook buildings fronting near Keystone Avenue, would relate to similar office structures further east of this site on 46th Street. The structures would be set back to align with those structures in Willowbrook. Parking would be provided on the interior of the site. Landscaping similar to that previously mentioned would again soften and unify the visual aspects of this important corner. The existing nursing home use should be relocated into some portion of Willowbrook Park, as it would have the necessary green space it currently lacks, as well as a more accessible facility. The used car sales could be relocated to another nearby Keystone

Avenue frontage site. This would aid the overall functioning of this use as it would allow for a unified site of operation (currently the use exists on the northeast and southeast corners of 46th Street and Keystone Avenue).

The other major development in this subarea depicted on the design scheme is the potential redesign/expansion of the west side of Allisonville Road. One option of the design scheme shows how a restaurant, currently fronting on Allisonville Road may be expanded and reoriented to occupy a site stretching from Keystone Avenue to Allisonville Road. A "country inn" theme, proposed by the restaurant, would feature a bed-and-breakfast facility, restaurant, conference area and retail shopping. The concept would remove a deteriorating commercial facility along Keystone Avenue, as well as a vacant commercial structure on Allisonville Road. Although several design options are under consideration, the one presented here attempts to create a unified site design where access is possible to the facilities from Keystone Avenue and Allisonville Road, and the problems of abutting commercial developments are addressed through parking lot design and building placement.

4. Subarea Four (Map 22)

Subarea Four contains the heaviest concentration and mixture of commercial uses. The structures were built over a thirty year period, each as its own self-contained entity. The design scheme for this subarea looks to accomplish the following major objectives:

1. Provide sidewalks in order to assist pedestrian safety and maneuverability and unify the street edge.
2. Provide badly needed landscaping to visually relieve and soften the "brick and mortar" aspects of the street.
3. Eliminate unnecessary curb cuts onto Keystone Avenue to better control and channel traffic.
4. Unify parking areas where possible to provide adjacent smaller strip commercial stores more functional parking and access to their facilities.
5. Remove inappropriate or poorly designed (on site) structures with new commercial buildings and uses appropriate for the corridor in order to provide more coherence to shopping areas (Keystone Plaza) and provide for new business expansion.

The improvements noted above are found in several sections of the subarea. Three specific areas are described in more detail. These are:

1. Site of current Wright Coal and Oil facility (5100 block of North Keystone Avenue, east side),
2. 4900 block of North Keystone Avenue, east side),
3. Entire site of Keystone Plaza.

The current Wright Coal and Oil facility in the 5100 block of Keystone is one of the older tenants on the thoroughfare. Although it is a viable facility, its current location is inappropriate and obtrusive to the proper development of Keystone Avenue. The long-term development of this area suggests the relocation of this use to a nearby site in Mallott Park, with the vacated Keystone Avenue site to be developed into commercial retail use. The size of the site would allow for the location of a new automobile dealership to the "auto row" area. Properly landscaped along Keystone Avenue, the automobile dealership would join several others in the vicinity and provide a use compatible with this portion of the corridor. In addition, the new facility would also have an economic "spin-off" effect to surrounding commercial services.

On the west side of Keystone Avenue (4900 block), commercial uses are constricted into a triangular site near the Norfolk and Southern Railroad and Erie Avenue. The design scheme proposes the removal of the current commercial structure and residential use to the south and unifying the site into a more functional commercial space. Access control through curb cut location would help the viability of the business. The new structure itself would be located to the rear of the site, acting as a "buffer wall" to the residential uses to the immediate west. The sidewalk/landscaping concept noted throughout the corridor would also be applied to this site as well.

The largest number of recommendations and proposals for areas not directly fronting on Keystone Avenue occur in the Keystone Plaza area. Although the plaza does front Keystone Avenue, serious design, land use, and traffic concerns are currently found on 52nd and 54th Streets, the plaza's southern and northern boundaries. The Keystone Plaza area is a heavily-used, yet somewhat disfunctionate retail commercial area. The design scheme for this area attempts to unify the physical aspects of the plaza, removing or reorienting certain land uses.

Several uses along 52nd Street (north side) are currently arranged in a very haphazard manner, with buildings "stuck in" without regard for adjacent uses or overall pedestrian/traffic and service flow through and around the area. The long-term scheme for this portion of the plaza area is the removal of structures which do not function well or are not properly designed for the use they now serve. New office/retail construction would orient to 52nd Street and attempt to unify building setbacks, parking location and definition of the use of 52nd Street as an office/retail mix paralleling the actual Keystone Plaza development to the immediate north. Offices which currently operate in a converted residential structure could relocate to a new storefront/office facility with adequate space and accessibility. Nonconforming uses in the area, such as the

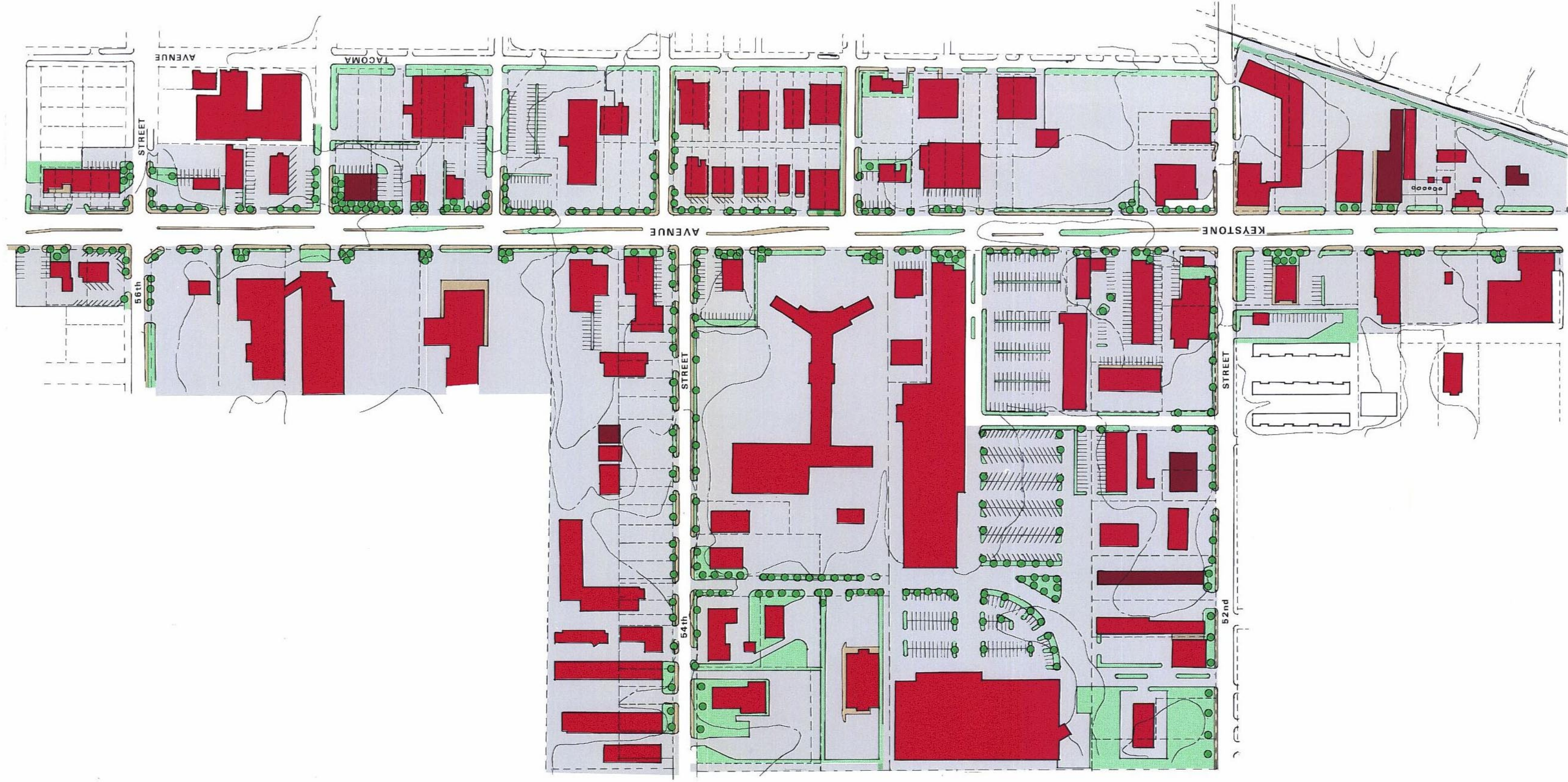
used car sales lot at the corner of Keystone Court and 52nd Street, would be relocated to a more suitable site either on Keystone Avenue or an appropriate nearby location. Parking areas would be redesigned to allow for shared facilities. Such redesign would also allow for more overall parking spaces and better accessibility. Curb cuts would be limited in order to help buffer commercial use parking areas from street traffic.

A major problem noted within the plaza itself is lack of proper traffic channelization and flow. This is especially true regarding Keystone Court and 53rd Street, both dedicated streets which service the plaza. Currently, these two streets are no more than interior traffic lanes for the plaza. They are not marked, curbed or in any way distinguishable as streets. In addition, access is in no way controlled onto or off of these lanes; traffic currently can cross at any point without clear delineation of where parking ends and access way/street begins.

The design scheme proposes to clearly delineate these streets, both through landscaped buffer strips and curbing/median construction. Keystone Court would contain curbing and sidewalks, with landscaped buffer strips along its route. Access points would be limited--so that the traffic flow would be directed rather than random. The wide expanse of concrete would aid shoppers transverse the plaza without fear of automobiles. This same treatment would be carried out on 53rd Street to provide the same visual, pedestrian and traffic relief. One concern which would have to be addressed regards the placement and type of trees. Little leaf linden trees or a similar small-leaved tree would allow for the needed natural buffer, while insuring that stores could still be seen (particularly the Target Store). Parking lots could be better arranged in the plaza by using the two streets as central "collectors" and access routes. The current entrance/exits to the plaza on 54th Street, Keystone Avenue and 52nd Street should be kept, although in each case save Keystone Avenue should be better identified and controlled through curbing/median improvements. The design scheme displays a way to also limit cross-traffic and access problems on Hillside Avenue as it joins the plaza from the north. Curbing and access controls again would correct traffic flow problems.

Along 54th Street, from 2100 east to Keystone Avenue, a serious traffic problem caused by far too many curb cuts along the north side of the street would be greatly lessened by the redesign of parking areas into shared lots and the elimination of as many duplicative or poorly located curb cuts as possible. Sidewalks and landscape strips along 54th Street would be constructed to enhance the aesthetic aspects of the area and buffer parking lots from the street. New construction, proposed in the design scheme, could provide added office or commercial (e.g., restaurant) use to the area, again making proper use of shared parking facilities.

Along Keystone Avenue in Subare Four, sidewalks, landscaping and access control are the three elements which must be developed to better define the street edge and provide softening of the urban commercial thoroughfare. In several instances, parking lot redesign and the combination of neighboring lots into shared facilities allows for a far better use of the sites for parking--a badly needed improvement.



KEYSTONE AVENUE CORRIDOR STUDY

MAP 20 / ILLUSTRATIVE PLAN

COMMERCIAL

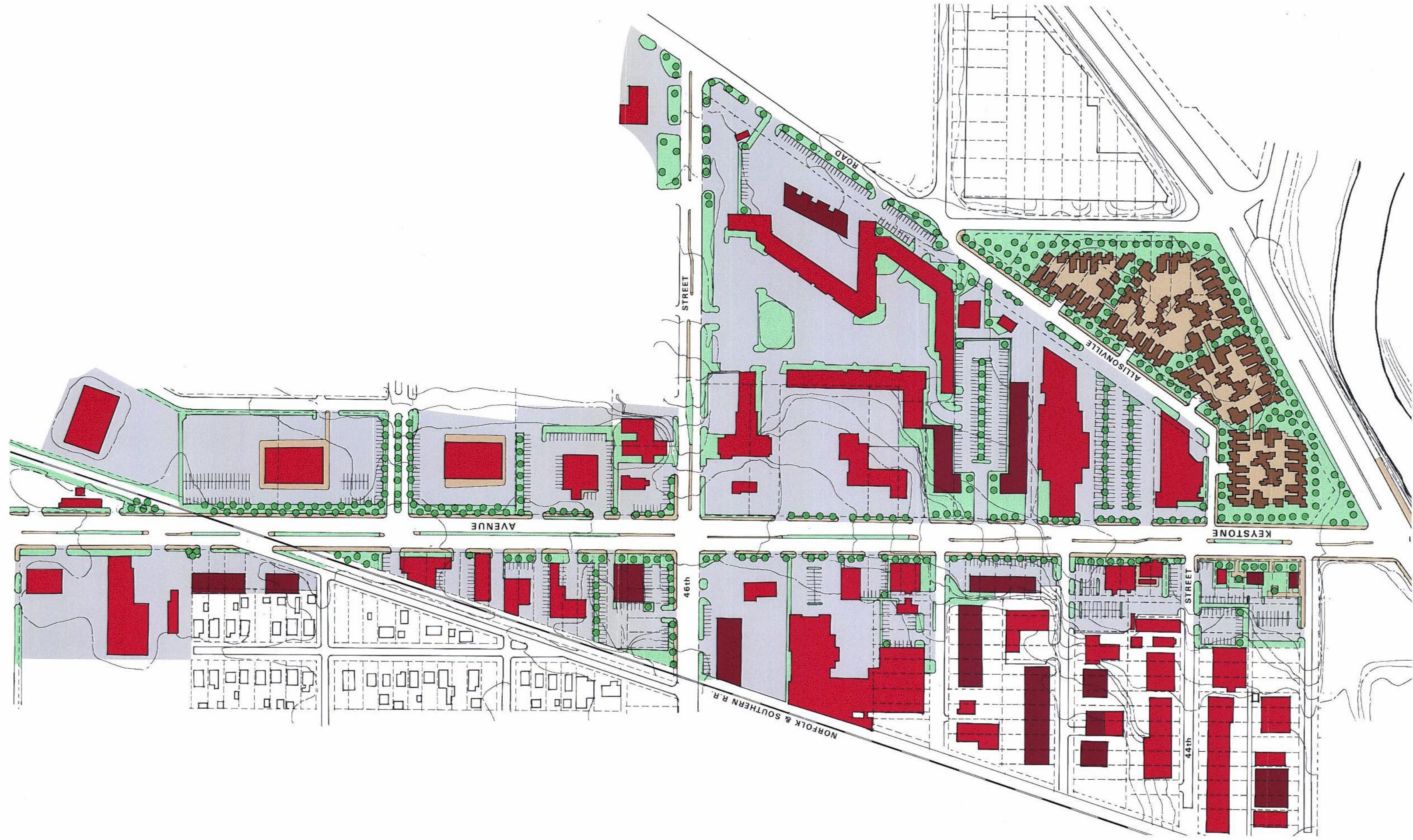
- Existing
- Proposed

RESIDENTIAL

Proposed Multi-family

OTHER DESIGN FEATURES

- Landscaped Area
- Trees
- Sidewalks
- Parking Lots



KEYSTONE AVENUE CORRIDOR STUDY

MAP 21 / ILLUSTRATIVE PLAN

COMMERCIAL

- Existing
- Proposed

RESIDENTIAL

- Proposed Multi-family

OTHER DESIGN FEATURES

- Landscaped Area
- Trees
- Sidewalks
- Parking Lots



KEYSTONE AVENUE CORRIDOR STUDY

MAP 22 / ILLUSTRATIVE PLAN

COMMERCIAL

- Existing
- Proposed

RESIDENTIAL

Proposed Multi-family

OTHER DESIGN FEATURES

- Landscaped Area
- Trees
- Sidewalks
- Parking Lots



APPENDIX A
Building Conditions

BUILDING CONDITION RATINGS

The survey of building conditions conducted for this plan used the following categories as guides for an exterior rating. This is not meant to be an architectural assessment, but a general visual estimate of relative building conditions present in the neighborhood.

SOUND

- Satisfactory or needs "handy man" operations.
- A primary structure that is adequate for its use or could be made so with a few relatively simple maintenance activities, such as paint with little preparation or patching.

MINOR DETERIORATION

- Some lack of maintenance resulting in deterioration of the building.
- A primary structure that appears structurally stable, yet requires maintenance involving more considerable time, effort and materials, such as paint with extensive preparation, doors or windows in a dilapidated condition, gutters in need of replacement or repair.

MAJOR DETERIORATION

- Hazardous neglect of the structure.
- A primary structure that requires structural correction and/or replacement of surface materials. Examples are: settling or crumbling foundations; leaning walls or chimneys; sagging of roof; extensive rotting of wood; loose masonry; doors or windows missing; minor fire damage.

SUBSTANDARD

- Beyond repair.
- A primary structure not fit for use due to structural deterioration, (e.g., section of wall or roof missing, extensive fire damage, more than one major structural deterioration factor.)

APPENDIX B
Rezoning/Variations
Granted 1970—1985

KEYSTONE CORRIDOR STUDY

REZONINGS - 1970 TO 1985

<u>LOCATION</u>	<u>CASE NUMBER</u>	<u>FORMER ZONING</u>	<u>PRESENT ZONING</u>
Southwest corner (1/3rd) of large lot at intersection of Allisonville Rd., State Route 37 and Keystone Avenue	70-Z-57	D-5	C-5
Block on west side of Keystone, bounded by 39th St., 40th St., and the alley.	71-Z-8 74-Z-8	D-5	C-5
Northwest corner of Keystone and Millersville Road.	77-Z-77	D-5	C-4
4 sq. properties divided by Rural St. and between 55th Pl. and 55th Street	71-Z-79	11U	C-5
Three properties at intersection of 52nd Street and Evanston Avenue north side	71-Z-84	D-7	C-5
54th St., north side lots on both sides of alley between Hillside Ave. and two properties west of Keystone Ave.	71-Z-194	D-4	C-3
Area one large lot north of Millersville Road and bounded by Fall Creek, N & W Railroad and Keystone Avenue	71-Z-201	D-5	C-4
44th St., south side, 2nd-7th lots west of Keystone Ave., and Clay St., north side, 3rd-5th lot west of Keystone Ave.	71-Z-224	12U	C-5

<u>LOCATION</u>	<u>CASE NUMBER</u>	<u>FORMER ZONING</u>	<u>PRESENT ZONING</u>
Northwest corner of 40th St., and Keystone Ave., 3 lots	72-Z-14	D-5	C-2
Triangular property east of Allisonville and north of 45th St. as well as the perimeter properties on the north and west sides of the triangular lot bounded by 45th, 46th, and St. Rt. 37.	73-Z-224	D-5	C-2
Block on west side of Keystone, bounded by 40th St., the alley and one lot south of Millers- ville Rd.	73-Z-315	D-5	C-5
Southeast corner of Keystone Avenue and 55th Street.	74-Z-24	D-4	C-5
Keystone Avenue, west side, area bounded by St. Rt. 37, Fall Creek and N & W Railroad	74-Z-84	D-5	PK-2
4 square properties bounded by 55th St., 54th St., Temple Ave., and Rural St.	75-Z-45	C-5	SU-9
54th Street, north side 1 lot east of Evanston	78-Z-88	D-4	C-3
Keystone Ave., West side, southern half of the 2nd lot north of Millersville Rd., plus two lots of equal size due west.	83-Z-135	C-4	C-4
Northeast corner of Keystone and 46th St.	84-Z-88	D-5	C-5

<u>LOCATION</u>	<u>CASE NUMBER</u>	<u>FORMER ZONING</u>	<u>PRESENT ZONING</u>
38th Street, south side, 4th-7th lots east of Keystone Ave.	84-Z-137 82-Z-21	D-5	C-5
Keystone Avenue, east side, area between 54th St., 55th St., and Tacoma Avenue.	85-Z-25	D-4	C-5

KEYSTONE CORRIDOR STUDY VARIANCES

70-V1-28	Northeast corner of Keystone and 39th Street first three properties
70-V1-71C	Keystone Avenue, West Side, 2nd and 3rd properties north of 45th Street
70-V1-98C	Southwest corner of Keystone Avenue and Duke Street as well as the property directly to the south
70-V1-151	Tacoma Avenue, west side, lot across from the 10th lot north of Millersville Road on the east side of Tacoma
70-V2-73	Property on the southeast corner of Keystone and 46th Street
70-V2-81C	54th Street, north side; 3rd property west of Keystone
70-V2-91C	Keystone Avenue, west side; 4th and 5th properties north of 46th Street
70-V2-150	Property on southeast corner of Keystone and 55th Place
70-V3-13	Keystone Avenue, west side; 2nd lot north of Millersville Road
70-V3-89	46th Street, north side; 3rd and 4th lots east of Keystone Avenue
71-V1-18	Keystone Avenue, west side; 7th and 8th properties south of the Keystone Avenue/N & W Railroad inter- section
71-V2-16C	Keystone Avenue, west side; 4th property north of Duke Street
71-UV2-75	Keystone Avenue, west side; 4th and 5th properties south of 40th Street
71-UV3-3	Armour Avenue, south side, property between Temple, Tacoma and alley
71-UV3-42	Tacoma Avenue, west side; two large properties north of 55th Street
71-UV3-64C	Clay Street, north side, three properties east of the N & W Railroad tracks

71-UV3-89	Eastern Street, east side, 4th and 5th lots north of 45th
71-UV3-91	Property on northeast corner of 46th and Keystone Avenue
71-UV3-174C	52nd Street, south side, 2nd property west of Keystone Avenue
72-UV1-136C	Southwest corner of Keystone Avenue and 45th Street.
72-UV3-48 70-V3-25C	Temple Avenue, west side; first four properties south of 54th Street
73-UV1-26C	Keystone Avenue, east side; 3rd and 4th lots south of 55th Street
73-UV1-94	55th Street, north side; 3rd lot west of Temple
73-UV2-105	Keystone Avenue, west side; 2nd property north of Millersville Raod.
73-UV3-4	Duke Street, north side; 1st two lots east of the N & W Railroad tracks
73-UV3-10	Duke Street, north side; two properties east of the N & W Railroad tracks
73-UV3-41	Tacoma Avenue, east side; 2nd lot south of 54th Street
73-UV3-89	Duke Street, north side; 2nd-5th properties west of Keystone Avenue
73-UV3-__	55th Place, north side; 2nd lot east of Rural
74-UV1-48	Property on northwest corner of Keystone Avenue and Millersville Road
74-UV1-128C	Tacoma Avenue, west side; 2nd lot north of Armour Street, south half
74-UV2-17	Northwest corner of Keystone Avenue and 45th Street, as well as the three properties west on the north side of 45th Street
74-UV2-35	Allisonville Road, east side; southwest corner of 2nd large property northeast of where Allisonville and State Route #37 intersects
74-UV2-6 73-UV2-1	Tacoma Avenue, east side; 3rd lot south of 54th Street

74-UV2-86	The triangular block between Temple Avenue, 45th Street, and State Route 37
74-UV2-116	Keystone Avenue, east side; southern tip of property, where N & W Railroad intersects
74-UV3-132	Keystone Avenue, west side, 5th-6th properties north of 46th Street
74-UV3-189	Southwest corner of Keystone Avenue and 45th Street
74-UV2-12C	The area one large lot north of Millersville Road, bounded by the N & W Railroad, Fall Creek, and Keystone Avenue
75-UV2-143	Property on southwest corner of 46th and Allisonville Road
75-UV3-149	Millersville Road, north side; 2nd lot west of Keystone Avenue
76-UV2-100	Keystone Avenue, east side; 2nd lot south of 55th Place.
77-UV1-2	Tacoma Avenue, west side; first three lots north of the alley between 38th and 39th Street
77-UV2-3	55th Street, north side; 2nd and 3rd lots west of Temple
77-UV2-75	Southwest corner of Keystone Avenue and 46th Street
77-UV2-92C	Keystone Avenue, west side; the northern half (only) of the 4th property south of 56th Street
77-UV2-98	Keystone Avenue, east side; 2nd, 3rd and 4th lots north of 52nd Street
77-UV2-115	56th Street, south side; 4th, 5th and 6th lots east of Oxford Street
77-UV3-14	Southwest corner of Keystone Avenue and 45th Street
78-UV-110C	Keystone Avenue, west side; 3rd property north of 54th Street
78-UV2-11	Duke Street, south side; 5th-6th properties west of Keystone Avenue

78-UV2-23C	Large tract of land (vacant) north of 54th Street and west of Keystone Avenue
78-UV3-65	Northeast corner of Keystone and 39th Street; first
81-UV3-103	three lots
78-V3-123C	Southeast corner of Keystone Court and 53rd Lane
79-V1-91	Target/Marsh Commercial Center (Dellen Oldsmobile)
79-UV2-111	The street south of 52nd Street, south side; corner of 2nd property east of Hillside Avenue
79-UV3-6C	Northeast corner of Evanston Avenue and 54th Street, including property directly north
79-UV3-30	Keystone Avenue, east side; 3rd lot south of 55th Place
80-UV3-13	Northwest corner of Keystone Avenue and 45th Street
80-V3-20	Southeast corner of Keystone Court and 53rd Lane
80-UV3-34	The four properties at the southern point of 42nd Street, Fall Creek Parkway and the N & W Railroad
80-V3-124	Southwest corner of 54th Street and Temple Avenue
81-UV1-5S	Keystone Avenue, east side; 4th lot south of 55th Place
81-UV1-129	Northeast corner of Tacoma Avenue and 55th Place
81-UV2-87	Keystone Avenue, east side; 2nd lot north of Millersville Road, as well as 1/3rd of the lot directly north (southern end)
81-UV3-29	54th Street, north side, large property five lots west of Hillside Avenue
82-UV2-96	Fall Creek Parkway, north side; 5 properties bordered by the Parkway and the N & W Railroad
82-V3-91A	Small property northwest of Keystone Court and 53rd Street
82-SE3-13	Small property northwest of Keystone Court and 53rd Street

83-UV2-102	Duke Street, north side; 2nd-4th Properties east of the N & W Railroad tracks
84-2E-21	The Target/Marsh commercial area
84-UV2-43	Southeast corner of Keystone and 56th Street

APPENDIX C
Permitted Use in
Commercial Zoning Districts

PERMITTED USES IN COMMERCIAL ZONING DISTRICTS

	C-1	C-2	C-3	C-3C	C-4	C-5	C-6	C-7	C-1D
Accessory, Convenience									
Retail Sales and Services									
in Offices and Apartments		X*							
Accounting, Auditing, and									
Bookkeeping Services	X	X	X	X	X	X		X	
Advertising Services	X	X	X	X	X	X		X	
Adult Bookstore					X(SE)*	X(SE)*		X(SE)*	
Adult Theatre (amusement									
recreation, entertainment)					X(SE)*	X(SE)*		X(SE)*	
Air Conditioner Sales &									
Service (window type)					X	X		X	
Air Conditioner Sales &									
Service (central type)									X
Alcohol - Package Liquor									
Store			X*		X*	X*		X*	
Alignment, wheel						X		X	
Ambulance Service						X		X	
Amusement Arcade					X(SE)*	X(SE)*		X(SE)*	
Animal Hospital					X	X		X	
Antique Store			X	X	X	X		X	
Apartment Hotels						X	X	X	
Apartments (attached or									
detached multi-fam. dwell)		X							
Apparel Shop			X	X	X	X		X	
Appliance Sales and									
Service - Major					X	X		X	
Appliance Sales and									
Service - Small			X	X	X	X		X	X
Archery						X		X	
Architectural Offices	X	X	X	X	X	X		X	
Art School					X	X		X	
Arts and Crafts Studio			X	X	X	X		X	
Athletic Club					X	X		X	
Auctions (and Auctioneer)						X		X	
Auditoriums	X	X	X	X	X	X		X	
Auto and Tire Center					X*	X*		X*	

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	C-1	C-2	C-3	C-3C	C-4	C-5	C-6	C-7	C-ID
Electrical Supplies (retail sales)			X	X	X	X		X	
Engineering Office, Professional	X	X	X	X	X	X		X	
Equipment Rental, both heavy and light								X	
Extermination and Disinfection Service Contractor									X
Fabric Store			X	X	X	X		X	
Farm Equipment Sales and Service								X	
Firing Range (indoors)					X	X		X	
Flea Market (indoor)					X	X		X	
Flea Market (outdoor)						X		X	
Floor Covering Store			X		X	X		X	
Flower Sales - (temporary seasonal use)					X*	X		X	
Food Locker Plant						X		X	
Food Store			X	X	X	X		X	
Fruit Stand						X		X	
Fuel & Ice Dealers									X
Funeral Homes	X	X	X	X	X	X		X	
Furniture Repair and Stripping									X
Furniture Repair (as part of an antique business)			X						
Furniture Store					X	X		X	
Furniture Store - used			X	X	X	X		X	
Galleries	X	X	X	X	X	X		X	
Garages - off street park.					X	X		X	
Garden and Lawn Materials supplies, equipm., outdoor display						X		X	
Gasoline Service Station			X*		X*	X*	X*	X*	
Gift Shop			X	X	X	X		X	
Glass (auto) Repair Shop					X*	X*		X*	
Glass (custom) Fabrication and Installation								X	
Golf (indoor miniature)					X	X		X	

	C-1	C-2	C-3	C-3C	C-4	C-5	C-6	C-7	C-10
Golf (miniature)						X		X	
Golf Course						X		X	
Governmental Office Complex	X	X	X	X	X	X		X	
Grocery			X	X	X	X		X	
Gun Sales			X	X	X	X		X	
Gymnasium					X	X		X	
Hardware Store			X	X	X	X			
Hardware Supplies Contractual									X
Health Club, Spa, Studio					X	X		X	
Heating Systems Sales and Service Contractor									X
Heavy and Light Equipment Rental								X	
Hobby Shop			X	X	X	X		X	
Home for the Aged	X	X							
Home for Juveniles	X	X	X	X	X	X		X	
Home Remodeling Company									X
Home Remodeling Supplies and Materials								X	
Hospital, Sick Room equipment, sales & rental			X		X	X		X	
Hotel						X	X	X	
Household Appliance Sales and Service - Major					X	X		X	
Household Appliance Sales and Service - Small			X	X	X	X		X	
Ice & Fuel Dealers									X
Ice Skating Rink (indoor)					X	X		X	
Industrial Laundry									X
Insurance Agent or Service	X	X	X	X	X	X		X	
Interior Decorator (includ. display & sales)			X	X	X	X		X	
Interior Decorator (no display or sales)	X	X	X	X	X	X		X	
Jewelry			X	X	X	X		X	
Job Printing					X	X		X	
Karate School					X	X		X	

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	C-1	C-2	C-3	C-3C	C-4	C-5	C-6	C-7	C-10
Parking Lots & Structures (Commercial)					X	X		X	
Personal Serv. Establish.			X	X	X	X		X	
Pest Control Contractor									X
Pet Shop			X	X	X	X		X	
Pharmacy			X	X	X	X		X	
Photocopying					X	X		X	
Photographic Studio			X	X	X	X		X	
Photographic Supplies			X	X	X	X		X	
Photography School					X	X		X	
Physicians Office	X	X	X	X	X	X		X	
Plant Sales (Temporary Seasonal Use)					X*	X		X	
Plumbing Contractor									X
Plumbing, sales and Service					X	X		X	
Post Office			X*		X*	X		X	
Printing Establishment					X	X		X	
Private Club					X	X		X	
Produce Stand					X*	X		X	
Produce Terminal									X
Professional Business Schl	X	X	X	X	X	X		X	
Propane Gas Storage and Distribution									X
Radiator (Auto) Repair Shop						X*		X*	
Radio Sales & Service			X	X	X	X		X	
Radio Studio and (only) Office	X	X	X	X	X	X		X	
Real Estate Agent or Off.	X	X	X	X	X	X		X	
Recording Studio (no broadcasting)					X	X		X	
Recreational Vehicle Sales and Rental								X	
Regional Shopping Center (over 275,000 sq. ft.)					X	X		X	
Restaurants: Inside table service only			X	X	X	X	X	X	
Restaurants: Self service carry out			X*		X*	X*	X	X*	

	C-1	C-2	C-3	C-3C	C-4	C-5	C-6	C-7	C-ID
Restaurants: Outside tables					X*	X*	X	X*	
Restaurants: Service in car					X*	X*	X	X*	
Restaurants: Self Service in car only (no inside seating)					X*	X*	X	X*	
Retail Convenience Goods and/or Service Establish.			X	X	X	X		X	
Retail Lumber Yard								X	
Reupholstery and Furniture Repair									X
Rifle Range - Indoors					X	X		X	
Roller Rink					X	X		X	
Roofing Contractor									X
Rooming & Boarding House		X				X	X	X	
Root Beer Stand					X*	X*	X*	X*	
Rug Cleaning and Repair Service						X		X	X
Rustproofing - Truck								X	
Savings & Loan Office	X	X	X	X	X	X		X	
School - Photography, dance, music, art, language, beauty, and other trades					X	X		X	
Seamstress			X	X	X	X		X	
Secondhand Merchandise			X	X	X	X		X	
Securities & Commodities Broker, Dealer, Exchange and Service	X	X	X	X	X	X		X	
Septic System Contractor									X
Sheet Metal Contractors									X
Shoe Repair			X	X	X	X		X	
Shoe Store			X	X	X	X		X	
Shopping Center					X	X		X	
Shopping or Durable Goods Establishment			X*		X	X		X	
Shopping and Goods Establishment			X*	X*	X	X		X	

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	C-1	C-2	C-3	C-3C	C-4	C-5	C-6	C-7	C-ID
Transmission Repair Shop						X*		X*	
Travel Trailer Sales and Rental								X	
Truck Cleaning, Service, Repair and Rental								X	
Truck (over 1/2 ton) Sales and Service								X	
Truck (1/2 ton or less) Sales & Repair, New/Used					X*	X		X	
Truck Storage - Indoor								X	X
Truck Storage - Outdoor								X	X
Typesetting					X	X		X	
Uniform Clothing Store			X	X	X	X		X	
Upholsterer, Furniture Repair									X
Upholstering Shop									X
Union Hall, (office and assembly room)	X	X	X	X	X	X		X	
U-Haul Trailer Rental								X	
Variety Store			X	X	X	X		X	
Veterinarian					X	X		X	
Veteran's Club					X	X		X	
Wallpaper and Paint Store			X	X	X	X		X	
Warehouse & Distribution Operation (enclosed in a Building)									X
Wearing Apparel and Accessory Store			X	X	X	X		X	
Wheel Alignment (auto)					X*	X*		X*	
Wholesaler									X
Window Contractor									X
Wrecker Service - Incidental Towing Only			X		X	X		X	X

*The asterisk denotes that the particular use is permitted in the district only under certain conditions and reference should be made to the appropriate ordinance for details of those conditions.

Anytime "(SE)" is denoted on the list, it is an indication that this particular use is permitted in this district only by grant of Special Exception by the board of zoning appeals.

APPENDIX D
Design Standards

KEYSTONE CORRIDOR RECOMMENDED STANDARDS FOR DEVELOPMENT

The following standards are recommended for North Keystone between 38th and 56th Streets to:

- (1) guide the development of the corridor plan for the area,
- (2) give property owners and developers a clear idea of what type of development is appropriate along this corridor, and
- (3) establish guidelines for City planning staff review of zoning and variance cases and the review of any development seeking public assistance or funding.

The design standards will not replace existing zoning ordinances. They deal with many of the same topics as zoning ordinances, but are standards that are tailored to the Keystone area. Zoning variances may be necessary for situations where these recommended standards conflict with the requirements for zoning ordinances. The benefits to be gained by applying the standards to area projects, for the individual property owner and for the improved image of Keystone, will justify the variances to the zoning ordinances.

STANDARDS FOR COMMERCIAL DEVELOPMENT

One of the most distinctive features of an older commercial area is its buildings. Building size, shape, color, materials, etc. do much to establish the character of an area no matter what style or age the buildings are. For any commercial area to have an identifiable character there needs to be some common elements that run through the area e.g., similar architectural style, building age, building materials, etc.

ARCHITECTURAL COMPONENTS

The reasons for developing building design standards are to make sure that new buildings or newly remodeled buildings:

1. Are compatible in color, style, construction, location, etc. with the surrounding environment, and
2. Are easily identifiable with the type of business that they contain.

A-I Building Setback and Yards

- A. Front setback/Side and Rear Yards - Front, side and rear yard setbacks on Keystone vary greatly and any new development should have setbacks similar in depth to surrounding, existing development.

In any block in which an existing yard depth and setback is established (by existing legally established structures within the same COMMERCIAL DISTRICT) for more than twenty-five percent (25%) of the frontage of the block (or distance of two hundred [200] feet in each direction, which ever is the lesser), the required (by the Commercial Zoning Ordinance) minimum yard depth and setback for any new building shall be the average of such established yards. Provided, however, that in no case shall such minimum required setback be less than ten (10) feet.

Typically side and rear yards in the Keystone Corridor have been used for loading and front and side yards for parking. It is recommended that these uses continue where they meet the standards for parking, loading, setbacks, screening and transitional yards. Wherever possible, parking and loading facilities for several different businesses should be merged so that duplication of these facilities is minimized.

- C. Transitional yards - Transitional yards (where required yards abut or are across the street or alley from a residential, special use or park district) should be a minimum of three to six feet deep and contain either a landscape strip, fence, or wall (described later).

A-II. Building Shape - Buildings in the Keystone Corridor area generally have facades and floor plans that are rectangular. In general, new buildings should conform to this.

A-III. Building Materials - Significant commercial buildings in the Keystone Corridor are made principally of metal, glass, brick, limestone, concrete block, or stucco. In general, new buildings should be made of the same materials.

Side and rear facades of buildings not visible from streets can be made out of materials other than those used on facades seen from streets, but they should be painted or otherwise treated to be compatible with the visible facades.

Materials used in remodeling older buildings should be of a quality and style typical to commercial buildings and compatible with the existing elements of the buildings they are placed on. Materials such as wooden doors with no windows, rough sawn siding, and wooden shakes often look out of place on commercial buildings in this corridor and thus they are not encouraged for use.

Mansard and other ornamental type roofs should not be added to buildings because they often cover up or detract from the original character of the building. They also quite frequently become maintenance problems.

Any materials used in the Keystone Corridor area should be as durable and maintenance free as possible. Brick buildings that have never been painted should be painted only if it is necessary for preservation of the bricks. Painting often takes the character away from a brick building and also necessitates more frequent maintenance than a plain brick building.

- A-IV. Building Color - Typical colors on older commercial buildings are in a neutral range and primarily the natural colors of the materials (i.e., the colors of brick, stone, metal, etc.)

New colors should conform to this.

Color should never be the most immediately noticeable feature of a building.

- A-V. Storefronts - Storefronts in the Keystone Corridor typically contain doors and windows. New commercial construction should also contain windows and doors on facades facing streets.

New facades should have the same general proportions of storefront framing and window size as older buildings in the area. Similarly when buildings are remodeled, these proportions should not be destroyed.

- A-VI. Building Height - Commercial buildings in the Keystone Corridor are typically one story tall. It is recommended that new retail buildings be single story buildings. Office buildings, motels, apartment buildings, etc. can be more than one story.

- A-VII. Handicapped Access - Retail stores that attract a large segment of the general public (supermarkets, ice cream parlors, bakeries, drugstores, discount stores, etc.) and offices that similarly attract the public (banks, public offices, office buildings containing several offices, etc.) should provide handicapped access from parking areas into the building.

The handicapped access from parking areas to an accessible building entrance should follow American National Standards Institute specifications for site and building access. The standards are included as a part of the Uniform Building Code. The building accessibility part of the code in general requires that most buildings used by the public should have "at least

one primary entrance...which is required to be accessible and usable by the physically handicapped and be on a level that would provide accessibility to the elevators where provided."

- A-VIII. Security Screens - Security screens should be the type that allow views through to the storefront when closed; they should be similar to those used in shopping centers. Security screens should be hidden from view when not in use. Completely opaque screens, similar to garage doors, take all of the interest out of the streetscape and therefore should not be used.

Permanently fixed bars on storefront windows should not be permitted.

- A-IX. Mechanical Equipment - Elements of mechanical equipment such as air conditioners, exhaust vents, heating ducts, micro wave dishes, and antenna, should be as much out of public view as possible.

They especially should not be visible from surrounding streets.

- A-X. Awnings - Awnings are fabric structures extended over building doors or windows for the purpose of shading windows or providing weather protection for pedestrians. Recently, awnings have also been used as signs. Awnings can be curved, concave, concave with sides, convex with flat sides and convex with curved sides.

Awnings placed on buildings with more than one ground floor tenant should all be of the same type although they may be of different colors.

Awnings should fit within the bays of storefronts and reflect the storefront proportions. They should be a minimum of eight feet above the sidewalk and should project no more than five feet from the building face.

Awnings should be supported by the building they are placed on. They should not be supported with vertical members.

Awnings can have the name of the business and business address, that represents the primary business at that address. Lettering should be limited to 15% of the surface area of the awning. There should be no cartoon characters on awnings.

Awnings can be colorful (striped also) but the colors used should not contrast significantly with surrounding environment.

Metal, fiberglass or wooden awnings should not be permitted.

- A-XI. Canopies - Canopies are roof-like projections over doors and windows or they are fabric or roof-like sidewalk covers constructed for the purpose of providing weather protection for pedestrians or accentuating entries.

Any canopy attached to a building should be made out of materials compatible to those on the building, should fit within the storefronts and should reflect the storefront proportions. They should be a minimum of eight feet above the sidewalk.

In cases where it is desirable to cover a sidewalk with a canopy, any canopy supports should be out of the way of pedestrian flow and the roof should be as transparent as possible.

- A-XII. Marquees - Marquees are roof-like projections over entrances which sometimes contain signs. They provide weather protection for pedestrians and accentuate entries. There are no marquees in the area and any new one installed would look out of place. Marquees, therefore, should not be permitted in the area.

- A-XIII. Walk-up Windows - Exterior walk-up windows should be located so that they are safe and convenient for customers to use.

- A-XIV. Outdoor Displays - There should be no outdoor display of products (e.g., appliances, rolls of carpet, lawn care items, etc.) in the area between the front of the building and the street right-of-way, in any required yards and in any off-street parking or loading areas. It is understood, though, that it is necessary for automobile dealerships to display automobiles in front yards.

- A-XV. Miscellaneous Attachments to Facades - No item attached to the facade of a building and located above a public sidewalk should extend lower than eight feet above the sidewalk. This includes ornamental lights, awnings, canopies, marquees, roof brackets, flags, etc.

STREETSCAPE AND SITE DESIGN COMPONENTS

The design of the streetscape (e.g., sidewalk surfaces, trees, grass strips, shrubs, etc.) and the layout of commercial development sites can have as significant an impact on the surrounding environment as the architecture of commercial structures. Potential customers need to feel comfortable with the area in which they shop. They need to feel that it is safe and easy to get around. Customers need to be able to leave their cars in a convenient location and have a safe and interesting walk to their destination.

The reasons for developing streetscape and site design standards are to make sure that:

1. Automobile circulation is safe and easy for the motorist to understand.
2. Loading areas operate efficiently and are as much out of public view as possible, and
3. The motorist/pedestrian environment is interesting and attractive.

SD-I. Streetscape Components

Examples of streetscape components are benches, trash receptacles, planters, kiosks, bus shelters, ornamental lights, landscaping, banners, flags, sidewalk surfaces, outdoor restaurants, bollards, fountains, statues, monuments, bike racks, and telephone booths.

Street furniture should be used sparingly and only when there is an obvious need. It should be compatible with its surroundings. Street furniture (such as benches and planters) is sometimes of poor quality and improperly maintained after installation. Many times it is placed where it will never be used.

Materials used in street furniture should be as durable and vandal proof as possible and require a minimum of maintenance. Street furniture that is not maintained should be removed.

Street furniture should not be placed so that it interferes with car doors, people entering stores from the street, fire access, etc.

- A. Benches - Benches should be made of durable materials and weigh enough or be fastened in place so that they cannot be easily moved out of place. They should be comfortable to sit on with a seat that is eighteen to twenty inches wide and eighteen to twenty inches off of the pavement. The seat should have at least a four inch overhang to provide space for heels. Two feet of leg space should be provided so that the legs of those seated will not block walkways.

There should be no advertising on benches.

- B. Trash receptacles - Trash receptacles should be of simple design, made of durable materials and weigh enough or be fastened in place so that they can't be blown over by the wind. The opening on trash receptacles should be no higher than 3 feet. Open top receptacles are the easiest to use but are open to the elements and should contain weep holes. They expose trash to the public view and need to be emptied often.

Trash receptacle tops with open sides either with or without spring loaded doors are a little more difficult to use but hide the trash better.

There should be no advertising on trash receptacles.

- C. Kiosks - In areas where there is a significant demand to post notices and there is enough room, kiosks provide a logical place to post them.

If used, kiosks should be durable and designed at a human scale. If they are open to the free use of the public (not covered with glass or plastic) no portion of the display space should be above an easily reachable height.

- D. Bus Shelters - In cases where significant numbers of pedestrians wait outside, especially at bus stops, some type of waiting area should be provided. This could be anything from a simple seating area to a bus shelter. All waiting areas should be out of the pedestrian flow of the sidewalk.

If a bus shelter is used, it should be designed to blend into the surrounding area and be as unobtrusive and simple as possible. Bus shelters should be as comfortable as possible but not be designed in such a way that they attract vagrants.

Bus shelters should be as durable and maintenance free as possible.

- E. Pedestrian lighting - The purposes of pedestrian scale lighting are to illuminate pedestrian ways, provide security, and to enhance the identity of distinctive areas.

Fixtures selected for a specific site or area should be decorative but at the same time have some relationship to the history or physical features in the area. They should be functional and provide good rendition of color at night.

Typical mounting height of pedestrian fixtures is ten to fifteen feet. Light fixtures should be spaced apart in such a manner that the minimum average maintained horizontal footcandle does not fall below .9 footcandle.

F. Landscaping - Plants can be used not only to add beauty and interest to otherwise hard surface commercial areas but they can also help to clean the air of pollution and buffer undesirable views, noises, winter winds and harsh sunlight.

1. Street trees - Trees should be selected on the basis of their durability, height, form, color and amount of maintenance required.

Street trees should be medium or large trees with a single straight trunk to eight feet. They should be planted in the ground and not in containers.

Trees planted in urban environments should be a minimum of three inch caliper at time of planting.

Shrubs should be selected on the basis of their durability, height, form, color and amount of maintenance required.

Shrubs used for screening should have dense growth and be at least thirty-six inches high at time of planting.

For more information on the types of trees, shrubs, hedges, and ground covers to use in Indianapolis with information about how to plant and maintain them, see the Division of Planning booklet, Trees and Design on the Indianapolis Landscape.

2. Tree guards - If tree guards are used on public sidewalks of fifteen feet or less, they should not have an outside diameter greater than one foot six inches. The wide horizontal tree guards either obstruct car doors or the sidewalk. Flat tree grates that can be walked on are a better way of protecting the base of trees.

3. Planters - In-ground planters are preferred over pots, planter boxes or raised planters. Plants usually survive better if they are not exposed to wind and cold as they are in pots, planter boxes or raised planters. In-ground plantings are more natural and more easily removed if not wanted anymore. A planter box full of dirt is difficult to remove.

Planter boxes should be used year round with seasonal flowers. If possible, evergreens should be placed in them for the winter months.

G. Banners - Banners are pieces of fabric that bear emblems, mottos, slogans, etc. Banners are not permitted by the sign ordinance except during a seven consecutive day period

related to "grand opening" and for a period beginning two weeks prior to and ending three days following May 30 of each year, in relation to the "500" Festival.

- H. Flags - Flags are pieces of cloth that contain symbols or patterns used as national, state or local organizations. They are affixed to a flag staff attached to the building facade or a vertical flag pole. Flags should not be mounted as banners on building facades or horizontally project into the right-of-way where they will block significant views.

Flags should not be used as signs.

- I. Sidewalk surfaces - Sidewalks should be made of concrete, stone or brick. Patterns of contrasting materials can be created to provide interest and help to delineate paths, activity areas and crosswalks.

Sidewalk surface materials should be integrated into the overall design concept for an area and be compatible with the street furnishings selected for an area. In no case should the sidewalk surface be so busy that it dominates the image of an area.

Unit masonry should be laid on a smooth and rigid base, so that a level walking surface is provided. Extremely rough walking surfaces, such as cobblestones, should not be used.

- J. Outdoor restaurants - Outdoor restaurants in the Keystone Corridor should be entirely on private property and located next to retail business property. Outdoor restaurants should be adequately separated from pedestrian and automobile traffic to provide for the comfort and safety of the patrons.

- K. Automobile barriers - Automobile barriers should be placed at the outer limits of roadways and parking areas. Concrete or asphalt curbing is a typical barrier. Railroad ties, utility poles laid down, concrete wheel guards, and wood timbers should not be used as curbs.

In areas where a curb is not desirable, some form of separation of vehicles and pedestrians should be provided. Options are bollards, low walls or post and chain.

Bollards are vertical posts approximately twenty to thirty inches in height. They should be made of metal or concrete and should be spaced no greater than five feet apart and no closer than three feet. Concrete bollards should have a scale and design that is compatible with other street furnishings in the area where they are placed. If pipe bollards are used, they should be at least four inches in diameter and capped and painted.

If low walls are used, they should be compatible in materials and design with the adjacent buildings and be at least thirty-six inches in height but no higher than forty two inches.

If post and chain is used, they should be metal and not plastic. Posts should be no higher than thirty inches. Both the posts and chains should be painted to prevent rusting.

Guard rails should not be used as vehicle barriers in areas visible to the public.

- L. Bicycle racks - If bicycle parking is provided, it should be convenient enough to cyclist destinations that it will be used, and yet the parking area should be out of the way of major pedestrian movement. Bicycle parking should be in an area that has constant surveillance to help prevent bicycle theft. Spacing of parking stalls should be at least two feet to allow for easy circulation in and out. Racks that allow for locking both the wheels and the frame are most desirable.
 - M. Telephone booths - Exterior pay telephones should be the stand up pedestal type or on the side wall of a building. Telephones should not be oriented so that they attract use by motorists from their cars. This type of orientation compounds traffic circulation problems.
 - N. Vending machines - Vending machines, other than newspaper vending machines, limited to four feet tall by one foot six inches deep by two feet wide, should not be placed in the public right of way. No vending machine should be placed in front of the front building line and should be within an area that is specifically designed for their installation so that they do not block sidewalks, interesting aspects of a storefront, or store windows.
 - O. Fountains, statues and monuments - While there are now few fountains, statues and monuments in the Keystone Corridor, it may become desirable to place such an item in the area. In general, these items should be durable, out of the path of pedestrian flow and designed to fit the site they are to occupy.
- SD-2. Components of site design - Components of site design are parking, landscaping, fences and walls, earth work and loading areas. Development sites should be laid out so that vehicle and pedestrian circulation is both safe and logical.
- A. Parking - In an area such as Keystone Avenue that depends heavily on customers arriving in automobiles, parking is very important. It should not intrude on pedestrian environments, and yet it should be easy for the motorist to find.

1. Parking layout - Parking entrances, exits, aisles, bays and traffic circulation should be designed and constructed according to the specifications in Architectural Graphic Standards, Seventh Edition, Ramsey and Sleeper, John Wiley and Sons, Inc., New York, N.Y., except that parking spaces should be provided as set forth below (see figures).
2. Standard size car parking - Parking spaces for standard sized cars should be not less than nine feet in width and eighteen feet in length; provided, however, that the total usable parking space shall be, in no instance, less than one hundred eighty square feet in total area.
3. Small car parking - Public parking lots can be laid out with up to 25% small car spaces which are seven and a half feet by fifteen and laid out according to Architectural Graphic Standards.

These spaces should be appropriately marked as small car parking.

4. Screening - Parking lots should be screened on all sides where they don't abut buildings. This may be either an architectural screen or plant material screen.
 - a. Architectural screen - Fences or walls should be of "wrought iron" (steel, aluminum or iron), brick, stone or materials which are compatible with surrounding buildings. Such a wall shall be at least thirty six inches in height but no higher than forty-two inches to restrict any view through it. If a "wrought iron" type fence is used it should either be landscaped in front or sit on a thirty six inch wall to facilitate screening.
 - b. A plant material screen - A compact hedge of evergreen or deciduous shrubs, at least thirty six inches in height at the time of planting. Screening should be provided in a strip between three and six feet wide. Trees should be included in the strip with spacing depending on species. They should be at least three inches caliper at time of planting. The ground area between such wall, fence or hedge and the front lot line should be planted and maintained in grass, other suitable ground cover, or shrubbery. All shrubs and trees should be planted balled and burlapped.
5. Parking access - Public parking lots in commercial areas should not use alleys for access that have established residential uses or residential zoning abutting them.

Parking lots should have direct access to a street or alley in such a manner as to minimize interference with traffic movement and should be so designed and located that vehicles should not back from or into a public right-of-way.

6. Parking surface - The ground surface of every parking lot in a commercial area should be paved with brick, concrete, asphaltic pavement or a similar paving that is durable and dust free. The hard surface should have a definite edge to it; metal edging, curbs, sidewalks, walls, planters, etc.
7. Parking space markings - Parking spaces should be marked by surface paint or change in materials.
8. Parking illumination - Lighting should be provided in parking lots that are used at night. The lighting equipment should be located, shielded and directed so that the lighting distribution is confined to the area to be lighted.

Lighting levels for outdoor parking areas should be 2.0 footcandles. Light poles should be at least twenty feet high but not more than fifty feet high.

9. Wheel stops - Where a parking lot abuts a public sidewalk or a landscape strip, wheel stops or curbing should be placed two to three feet from the sidewalk to avoid bumper overhangs into the walk or landscape strip.
10. Handicapped parking - Retail stores that attract a large segment of the general public (supermarkets, ice cream parlors, bakeries, drugstores, etc.) and offices that similarly attract the public (banks, public offices, office buildings containing several offices, etc.) should provide parking for the handicapped.

Parking for the handicapped (13 feet wide) should be provided in public parking lots in the following ratios:

<u>Total Parking in Lot</u>		<u>Minimum Number of Accessible Spaces</u>
1 - 25		1
26 - 50		2
51 - 75		3
76 - 100		4
101 - 150		5
151 - 200		6
201 - 300		7
301 - 400		8
401 - 500		9
501 - 1000	2% of Total	
Over 1000	20% Plus 1 for each 100 over 1000	

B. Front yards - Front yards, where space is available and landscaped front yards are typical, should be landscaped in an open pattern, in grass and shrubbery, trees and/or hedge to provide a partial screening of the commercial use. An ornamental, decorative fence or masonry wall, may be used in conjunction with the landscaping.

C. Fences and walls - Fences or walls in the Keystone Corridor should be of the types described in SD-2, A, 4.

Except as a temporary use during construction, chain link should be used only sparingly in the Keystone Corridor. When used it should not (a) be permitted on sites that contain no structure, (b) be located in yards abutting public streets or on the front property line, (c) be visible from surrounding public streets, (d) be adjacent to, or within 200 feet of residential units, and (e) be any finish other than vinyl clad or painted.

Barbed, concertina, or razor ribbon wire topped fences are not appropriate in commercial areas except for certain industrial sites and in rare instances certain commercial sites where it is out of the public view.

D. Earth berms - Berms may be used in conjunction with landscaping to separate conflicting uses as well as buffer noisy or unattractive areas. They are earthen barriers with sloping sides located between areas of approximately the same elevation. They should be landscaped sufficiently to deter erosion and yet they should allow natural surveillance beyond.

E. Loading and service drives - Off street loading should be provided for commercial uses in the Keystone Corridor in accordance with the Commercial Zoning Ordinance which is generally summarized below.

1. Minimum area - Each off-street loading space should be at least twelve feet in width by at least fifty-five feet in length, exclusive of aisle and maneuvering space, and should have a vertical clearance of at least fifteen feet.
2. Location and setback - All required loading spaces should be located on the same lot as the use served, and should be so designed and located that trucks should not back from or into a public street.

No open loading space should be located in a minimum required front, side or rear yard.

3. Screening - Any loading space on a lot abutting a residential district, separated by an alley from a residential district, or visible from Keystone should be enclosed within a building or screened and landscaped.
4. Surface of loading area - All open off-street loading areas should be paved with concrete or asphalt pavement to adequately provide a durable and dust free surface free of weeds.

SIGNS

The primary purpose of signs should be to identify a place of business so that it can be found by potential customers. Signs should not dominate the environment (buildings, landscaped areas, vistas along streets, etc.) in which they are placed. When signs are allowed to dominate their environment, visual chaos results and information offered to the public becomes difficult or impossible to comprehend. A set of sign standards should achieve business identification and a brief description of the primary goods or services provided.

Development of sign standards that are more detailed than the Sign Regulations of Marion County Indiana are to make sure that signs are:

1. Compatible in color, style, construction, location, etc. with the surrounding environment,
2. As simple and straightforward as possible in identifying businesses and their primary products,
3. Easy to read, and
4. Not in competition with or confused with traffic control or safety devices.

Standards

S-I. Sign Types:

- A. Projecting sign - a sign that is attached to a building and projects outward more than eighteen inches. Projecting signs can block scenic views and neighboring signs, so projecting signs are recommended only on facades that do not front on streets (they may be on facades facing on streets if they are more than 50 feet from the right-of-way line).
- B. Pole sign - a sign which is supported by one or more uprights from the ground. Pole signs are typical in the Keystone Corridor area and, therefore, new pole signs are appropriate in the area. Pole signs should be fifteen feet from the right-of-way lines. Pole signs, similar to projecting signs, can block scenic views and neighboring signs, so it is recommended that, as much as possible, signs for several tenants should be combined on one pole.
- C. Ground sign - a sign which is supported from the ground with a sign surface extending downward to or near ground level. Ground signs, as permitted by the Sign Ordinance, may be no taller than four feet in height.

- D. Wall sign - a sign which is affixed to an exterior wall of a building, but which does not constitute a projecting sign. Since wall signs effectively identify businesses but do not block views, they are highly recommended for the Keystone Corridor area.

Content on wall signs should be limited to the identification of the business only. "Laundry lists" of products should be in the form of window signs.

- E. Roof top sign - a sign affixed to the roof of a building. Roof signs are fairly typical in the Keystone Corridor area. New roof signs may be acceptable but only if the apparatus to support the sign should not be visible from surrounding streets.
- F. Vertical sign on a building facade - a sign running continuously from the lower level to the upper level of a building either a projecting sign or a sign flat on the building. Since this type of sign is not common in the Keystone Corridor area (few buildings above one story), and since it can have the same effect of blocking views as a projecting sign, this type of sign should not be permitted for the study area.
- G. Cube sign and other signs with more than two faces - a sign with more than two faces in the form of roof top, projecting, ground or pole sign. Since these signs are necessarily bigger than a single or double faced sign, they should not be permitted in the study area.
- H. Awning sign - a sign on a fabric structure extended over a building door or window. Awnings can have the name of the business, and business address that represents the primary business at that address. Since awnings used as signs combine the functions of identifying the business, shading windows and protecting pedestrians from the weather, they are recommended for the 38th and Shadeland area. One drawback is that when a business changes they have to be changed also.
- I. Marquee sign - a sign on a roof-like projection over entrances. A movie marquee is an example. Since this type of sign is not common in the study area and it has the same effect of blocking views as a projecting sign, it should not be permitted in this area.

- J. Canopy sign - a sign on a roof-like projection over a door or window or on a fabric or roof-like sidewalk cover. When canopy signs are used in the study area, they should be integrated into the architecture of the building on which they are placed.
- K. Billboard - a sign supported from the ground, affixed to a wall or building roof for a series of alternating advertising. Since billboards have a very significant visual impact on the area in which they are placed and there are already a significant number of billboards in the Keystone Corridor, it is recommended that new billboards be constructed only in the areas proposed in the plan for C-5 and industrial zoning. All other billboards should be phased out as leases expire.

It is further recommended that the number of billboards in the Corridor Study area not exceed the number of legally established billboards currently existing (or having obtained permits) by the date of adoption of this plan. The recommended optimum number of billboards should be no more than twelve if the long-term locational recommendations (allowed in C5 or industrial zoning districts - see map) and the City's spacing ordinance are followed.

- L. Window sign - a sign placed in, behind, affixed to or painted on a window so that it can be seen from the public right-of-way. Included are neon signs, temporary sale signs, sign boards, and painted signs. Window signs are common in the study area, and therefore they are recommended for future use.

Window signs may be used to identify the business, list major items sold or advertise sales or prices (sales and price signs should be only temporary).

- M. Miscellaneous signs - There are certain types of business identification that do not fall into any of the above categories such as large balloons, either on the ground or in the air; pennants; portable signs; large statue-like figures; immobile vehicles with signs on the sides, etc. These types of signs are not permitted by the Sign Ordinance.

In general these types of signs simply add to the visual chaos of an area, and therefore are not recommended for the Keystone Corridor area.

S-II. Classification of Content:

- A. Advertising sign - a sign which directs attention to any business, product activity or service that is not the primary business, product, activity or service conducted on the premises upon which such sign is located.
- B. Business sign - a sign which directs attention to a business, building, product, activity or service manufactured, sold or offered on the premises where such sign is located. Business signs should not contain advertising such as the logo of a product that is not the primary product sold on the premises.

It is assumed that every business in the study area may have at least one business sign.

- C. Incidental sign - a sign that designates accessory uses direction, identification, information or real estate for sale, rent or lease. It is assumed that businesses in the study area will have need for incidental signs.

S-III. Sign Construction:

- A. Materials - In general signs should be constructed out of durable materials that are compatible with the surrounding area or the building on which they are placed.
 - 1. Wooden sign - a sign constructed primarily of either wood or plywood. Wooden signs are fairly common in the Keystone Corridor area, especially painted plywood. As long as they are well maintained, wooden signs are acceptable in this area.
 - 2. Metal sign - a sign constructed primarily of metal, either painted or natural finish. It may be a continuous sheet or individual letters. Metal signs are acceptable in the study area.
 - 3. Plastic sign - a sign constructed primarily of plastic, although it may be a plastic face in a metal box. It may be in the form of a continuous sheet or individual letters. Plastic signs are both common and acceptable in the 38th and Shadeland area.

4. Neon sign - a sign made of glass tube filled with neon gas which glows when an electric current passes through it. They are usually placed inside store windows. Neon signs are acceptable in the study area.
5. Electronic message sign - a sign made up of many individual light bulbs set in a grid and electronically controlled to change the message on the sign. This is not a common sign type in the study area and, therefore, it is not recommended for use in the area.
6. Changeable copy sign - a sign board with lettering that can be manually changed to alter the sign message. These signs are acceptable in the study area. Twenty-five percent of any wall, roof, pole or projecting sign may be a reader board sign.
7. Painted sign - a sign painted directly on the surface of a building. Even though this type of sign has been used in the Keystone Corridor area before, it should not be permitted in the study area especially in situations where the surface to be painted has never been painted before. When tenants change it is easier to remove a separate sign than it is to remove paint from a building wall.

- B. Sign color - In general signs should have colors that are compatible with the immediate environment in which they are placed. Sign lettering should contrast with the background it is placed on so that it can be read, but it should not contrast so much that it dominates the surrounding environment.

The color of individual letter signs should complement the surface they are placed on. The dominate feature of any sign that has a background should be the lettering and not the background. Similarly, internally lit signs should generally have a dark background and light letters to feature the letters and not the background.

- C. Sign illumination - If it is necessary to illuminate a sign for use at night, it should be done in such a way that the means of lighting does not dominate the sign.

1. External illumination - lit by shining lights on the sign. This can be accomplished in a number of ways: concealed ground lights,

valance lights, shaded spot lights, etc. Bulbs in fixtures that are used for external illumination of signs should be concealed from public view. In no case should bare bulbs be used to illuminate or draw attention to a sign.

2. Internal illumination - lit by fixtures inside the sign that shine through a translucent surface.

Both internal and external illuminated signs are appropriate in the study area. Neither type of illumination should be by flashing lights, though.

D. Sign letters -

1. Style - Style of lettering should be selected on the basis of legibility. Helvetica with a combination of upper and lower case letters is an example of an easy to read lettering style. The letters need to be simple and open.
2. Height - A typical maximum height for sign lettering in the Keystone Corridor area is twenty-four inches. This should be the maximum permitted in the area.

E. Sign location -

1. Pole sign - If a pole sign is used (see S.I.B. above), the bottom edge of the sign should be at least nine feet from the ground, the top edge no higher than twenty feet and all portions of the sign should be behind the existing building setback lines from adjacent street rights-of-way.
2. Ground sign - Ground signs should also have all portions of their structure behind existing right-of-way lines.
3. Wall sign - Wall signs should be located on the strip of building front located between the top of the first level windows and the top of the facade on one story buildings, and between the top of the first and the bottom of the second level windows of a multi-story building. They should be located only on the front of building facades with frontage on public streets. Wall signs should be applied

so that they blend in with the details of the storefront and not cover decorative brick work, transom windows, etc.

4. Window sign - Opaque signs placed on windows should be out of the normal vision lines for people on the sidewalk, usually at the top of the window. Name of business signs that can generally be seen through (individual letters) can be at eye level.
5. Incidental sign - Since most incidental signs are smaller than advertising and business signs, and since they may serve a number of different functions, the location of these signs must be reviewed individually.

It should be said, though, that they should not impede the vision of motorists or be placed in the right-of-way.

F. Sign size -

It is recommended that the maximum amount of sign square footage for all signs on any one street frontage of a business is thirty six square feet. The maximum recommended size for each sign type in the Keystone Corridor area is shown below:

1. Sign Size -
2. Pole sign -

<u>Linear Ft. or Frontage</u>	<u>Max. Sq. Ft. of Sign Surface</u>
0 - 100	60
100 - 200	100
200+	250

Integrated center - In addition to wall signs (100 sq. ft. each max.), businesses in an integrated center may have signs on a combined pole sign. Each of these signs should be no larger than 24 sq. ft. There may be an additional sign on the pole identifying the center. These signs should be no larger than 70 square feet.

Where two or more businesses want to combine signs on a pole or poles and they are not a part of an integrated center, these signs should conform to the size limitations for individual pole signs.

	Max. Sq. Ft. of <u>Sign Surface</u>
3. Ground sign -	24
4. Wall sign -	Total of 100
5. Projecting sign - (not on a facade fronting on a street unless 50 ft. from R.O.W.)	24
6. Window sign - Permanent - Temporary - (window signs should allow normal vision into store windows)	25% of glass 15% of glass
7. Incidental sign -	6
8. Roof sign - (apparatus to support the sign should not be visible from streets)	50

4. Number of Signs -

A. Corner Lots

One roof sign and two wall signs,
or
One pole sign and two wall signs,
or
One projecting sign and two wall signs,
or
One ground sign and two wall signs,
or
Three wall signs.

B. Interior Lots

One roof sign and one wall sign
or
One pole sign and one wall sign
or
One projecting sign and one wall sign
or
One ground sign and one or two wall signs.

If an interior lot has a frontage of more than one hundred feet in width, then the property may have the same number and combination of signs as described above for corner lots.



ADMINISTRATION AND
POLICY DIRECTION

William H. Hudnut, III., Mayor

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Lois Horth	James Wade, Jr.

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Stuart Rhodes (7)	Ray Crowe (AL)
Rozelle Boyd (11)	Carlton E. Curry (AL)
Julius F. Shaw (AL)	

WASHINGTON TOWNSHIP ASSESSOR:

Richard Cunningham

DEPARTMENT OF METROPOLITAN DEVELOPMENT:

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DIVISION OF PLANNING:

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David Kingen, Deputy Administrator
Robert Wilch, Principal Planner
Edward J. Mitro, Senior Planner
Timothy Galloway, Park Planner
Maggie Mund, Senior Planner
Peggy Calkins, Intern
Kevin Coppedge, Intern
Tim Cover, Intern
Greg Ewing, Intern
Hope Spalter, Intern

INDIANAPOLIS HISTORIC PRESERVATION COMMISSION:

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Darrell Walton, Draftsman
John Chambers, Designer
Ken Percy, Printing Supervisor

SECRETARIES:

Karen Norton
Terrie Kohlenberg

KEYSTONE AVENUE CORRIDOR STUDY TASKFORCE:

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William F. Bane	Larry Lawrence
James Burford	Donald LeClare
Paul Carson	John Macri
Richard Cunningham	Benton Marks
Robert P. Dellen	Tom O'Brien
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